



SALES

INTRODUCING PARETO'S NEW SALES EXECUTIVE

LEVEL 4

“The Sales Executive Apprenticeship is an industry game-changer, delivering the key skills every salesperson needs to succeed.”

- Jonathan Fitchew, CEO, Pareto Law

Your sales team are the people principally responsible for delivering your revenue and growth. Ensuring they are effectively trained in the very best selling techniques is business critical. The new Sales Executive Level 4 Apprenticeship empowers salespeople with the essential blend of knowledge skills and behaviours they need for success

Improving your teams abilities in key areas such as customer understanding, product knowledge, market and competitor insight, through to organisational, rapport building, negotiation and presentation skills development and more, the level 4 provides an excellent return on investment opportunity for any sales driven business.

As the UK's leading sales training provider, Pareto have been developing the best sales people for more than 20 years, making us your perfect partner to deliver the Sales Executive Level 4.



DURATION: The duration of this apprenticeship is typically 18 months, with 80% of learning achieved on the job, for optimum productivity.



WHO IT'S A GOOD FIT FOR:

The Sales Executive Level 4 has wide ranging relevance across a range of job roles, titles and industries.

Typical job roles and job titles include Sales Consultant, Sales Executive, Sales Specialist, Sales Advisor, Sales Representative, Business Development Executive, and Field Sales Executive. These roles span numerous industries and market sectors, including Technology, Media, Pharmaceutical, Recruitment, Fast Moving Consumer Goods, Utilities, the Automotive Sector and more.



WHAT ARE THE ENTRY REQUIREMENTS?

The new apprenticeships are open to a wide range of learners, giving employers the power to choose their apprentices as long as some very basic criteria are met.

An eligible person must be; A citizen within the European Economic Area (EEA) or have the right of abode in the UK, and have been ordinarily resident in the EEA for at least the previous three years on the first day of learning. A non-EEA citizen with permission from the UK govt to live in the UK, (not for educational purposes) and ordinarily resident in the UK for at least the previous three years before the start of learning.

For further details contact Pareto.



CHALLENGES IN TECHNICAL SALES THAT THE LEVEL 4 ADDRESSES HEAD ON:





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A Sales Executive understands their organisation's product or service in detail. An expert at analysing customer needs, sales executives create great client outcomes by tailoring their service, or product features and benefits to the bespoke needs of their clients and customers. A Sales Executive will develop customer relationships by establishing rapport and building trust and confidence in their own and their organisation's capabilities through demonstration of detailed product knowledge, competitor knowledge and an understanding of the market in which they operate, and by ensuring a positive customer experience.

Pareto's Sales Executive Level 4 is a winning investment for any business reliant upon sales expertise for its front line growth.

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POWER your Sales Team today at the equivalent of just **£33** per month* per learner

Pareto's unique blended training solution enables clients to customise their programme, and is delivered through a blend of training methodologies to optimise ROI, to include: classroom, e-learning, webinar, tutorials, one to one and group coaching sessions.

BUILD...

- Sales Fundamentals
- Social Selling
- Sales Ethics
- Time Management
- Effective Communication

DEVELOP...

- Live Prospecting
- Legislation & Regulation
- Industry Knowledge
- Defining Sales Priorities

ENHANCE...

- Your Value Proposition
- Negotiation Capability
- Account & Territory Management and Expertise
- Project Planning

11 days worth of modular training (7 classroom 4 virtual)

12 Digital Topics

6-8 Coaching Sessions

*Based on £6,000 (the expected apprenticeship cost of Sales Executive L4) over 18 months subsidised by 90% government funding.

