

# LEVEL 4 SALES PROFESSIONAL



**DURATION**  
15-19 months



**AREA OF THE BUSINESS**  
Sales



**QUALIFICATION**  
Level 4 Apprenticeship, equivalent to a foundation degree



**ENTRY REQUIREMENTS**  
Colleagues need to be on a permanent contract, working within a Sales environment and must not already hold a Level 4 qualification or above in Sales.



**WHO IS THIS PROGRAMME FOR?**  
Colleagues who plan sales activities and generate new business from prospective customers. They may be new to role, looking to develop their skill set or may be an existing colleague looking to refine their knowledge and sales expertise.

This programme provides the necessary skills to become a Sales Professional. Building knowledge of the business, product and sector that they work in, sales professionals will learn how to gather intelligence, effectively manage multiple stakeholders and deliver the business strategy. They will receive training on sales planning, identifying customer needs, creating and presenting solutions and negotiation. The programme strikes a balance between the use of technology and the importance of meaningful connection with customers.

## THE PROGRAMME

### L4 BMF Sales Professional

**Timescale:** 15 Months **Entry Criteria:** This programme is suitable for colleagues in a sales focused role where they engage with customers, negotiate sales and build sales pipelines.



0-15 months	Understanding the programme and getting to know myself better	Building and maintaining stakeholder relationships	Understanding and establishing customer needs	Managing the customer experience	Sales negotiation and influencing
	Using digital technology to support the sales cycle	Sales planning and preparation in order to grow customer accounts	Understanding our market	Gathering intelligence and financial awareness	Formal review and EPA countdown
Month 15 - 19	<b>End point assessment</b> To include a work based project, sales pitch presentation and professional discussion supported by a portfolio of evidence				

## WHAT WILL THE LEARNING LOOK LIKE?

We're focused on making the learning experience engaging for the apprentice and sector relevant. The apprentice will build on their knowledge, skills and behaviours a number of different ways, including:



Webinars to cover practical training and teaching of theory from one of our experienced coaches and subject specialists. This will include Sales and Negotiation training.



Every Apprentice will be supported by a specialist coach from within the Apprenticeship team. They will hold regular coaching sessions to assess progress on the programme and support personal development.



Learners will capture their learning in a online portfolio and a project that demonstrates their knowledge, skills and behaviours. Technology will be used during the apprenticeship for research, completing e-learning and attending webinars.



Subject experts within the business and the sector will be key to building knowledge, skills and behaviours. Networking, supplier visits and competitor research will play a vital role in the programme.



Personal development planning is key to the programme and will ensure the learner has clear goals to meet their development needs and future career aspirations. At set intervals during the programme, learners will be required to update their Leadership team with their progress.

## WHAT COULD THE FUTURE LOOK LIKE?

This programme will help colleagues develop within their current role. By the end of the 15 months, they'll be an expert in finding and maximising on new business opportunities. Keeping up with market trends and customer needs to help the business be the number 1 choice for the customer base.

Depending on career goals, they could move onto one of the Management Apprenticeship Programmes and progress their career to a junior management level position before further climbing the Management ladder. Alternatively, they could become subject specialists by increasing knowledge and looking for further growth opportunities within their current role.

### HOW TO APPLY?

Contact [kerry.wilson@bmf.org.uk](mailto:kerry.wilson@bmf.org.uk) with your name, contact number and email address.