



# SALES & TELESales APPRENTICESHIP

## Does this sound like you?

- A good influencer
- Confident and outgoing
- A strong communicator with great interpersonal skills
- Presentable
- Determined and persistent
- Interested in the process of selling

## Career Ideas

- Call Centre Operative
- Business Development Representative
- Customer Sales Adviser
- Field Sales Representative
- Account Manager
- Sales Manager



## DID YOU KNOW

Sales skills are relevant to many aspects of our daily lives, selling isn't just a business skill; it's also a valuable life skill that could help in many circumstances, from 'selling' your skills at a job interview to 'selling' your ideas during a debate.

## Where are they now?

We are proud to help hundreds of local students succeed in the business world through an Apprenticeship programme. Read their stories on pages 114-117.

## Sales and Telesales Apprenticeship

### LEVEL 2

**Duration** 12 – 18 months  
**Entry Requirements**  
 No formal qualifications required.

**Study Area:** Your chosen place of work and Leek College.

**Course Outline:** Selling is a part of our daily activities. We sell our views, our ideas and ourselves to colleagues, clients, bosses, partners and families. Selling is a very important process. If companies do not sell their products or services properly, then they can easily go out of business. They therefore make sure they recruit promising trainees, give them the best opportunities and hold their good sales people in high esteem. Good salesmanship involves helping customers to buy a product or service to meet their needs. As a job, this involves meeting people, building relationships, addressing challenges, being creative in offering solutions and thinking independently. As an Apprentice you could find yourself working in a range of sectors. You may be, for example, a Sales Advisor in a retail store environment or a Membership Advisor in a health and fitness club.

**Further Study:** Sales and Telesales Advanced Apprenticeship Level 3.

## Sales and Telesales Advanced Apprenticeship

### LEVEL 3

**Duration** 12 – 24 months  
**Entry Requirements**  
 No formal qualifications required. However, dependant on job role.

**Study Area:** Your chosen place of work and Leek College.

**Course Outline:** The Advanced Apprenticeship builds on the skills learned at Level 2.

**Further Study:** You can progress to university or other specific career related courses.

Links to look at

[www.skillsbaseapprentice.co.uk](http://www.skillsbaseapprentice.co.uk)  
[www.apprenticeships.org.uk](http://www.apprenticeships.org.uk)  
[www.ismm.co.uk](http://www.ismm.co.uk)