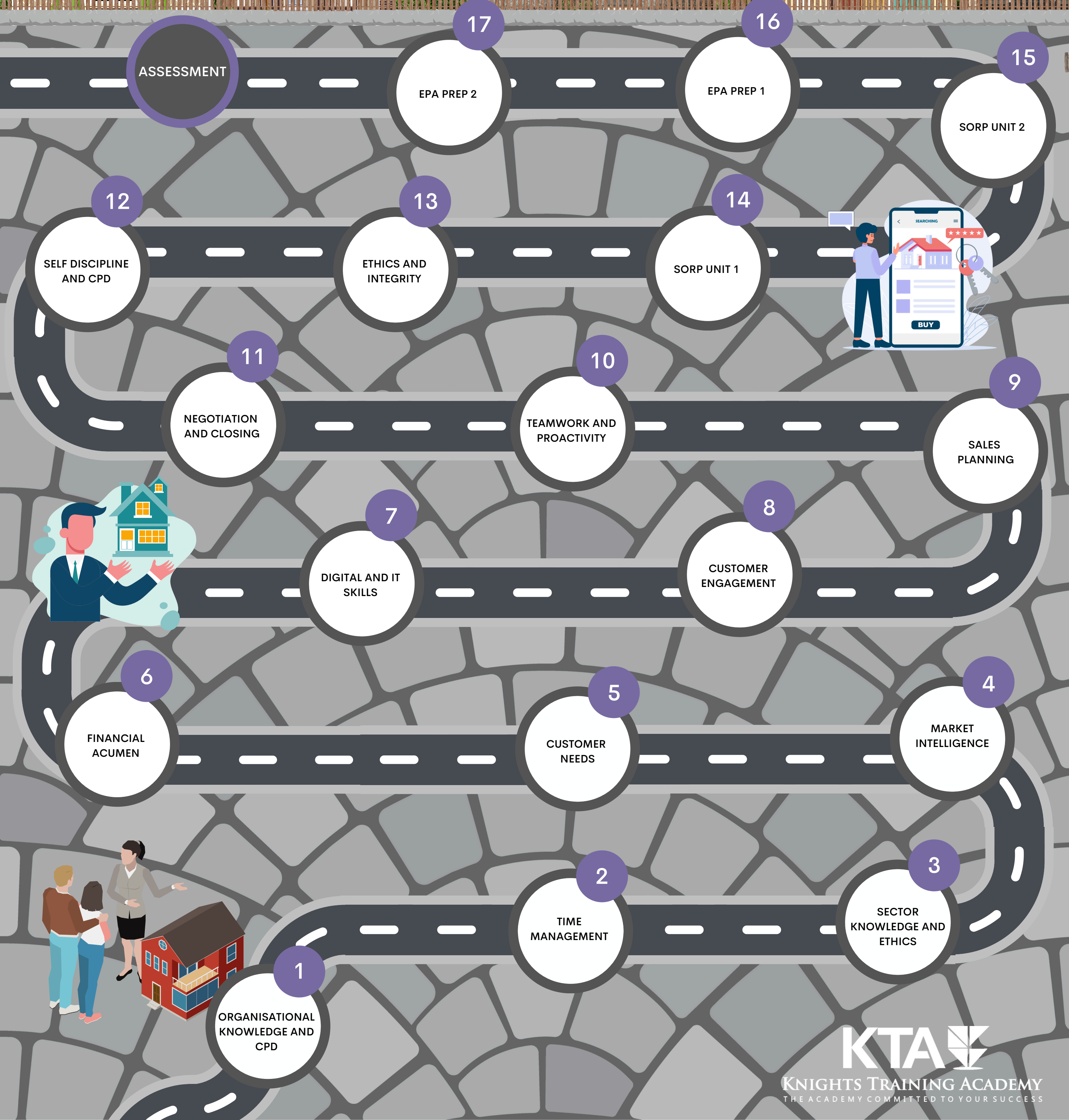


Sales Executive Level 4 (Senior Negotiator)



17
ASSESSMENT

16
EPA PREP 2

15
EPA PREP 1

14
SORP UNIT 2

13
SELF DISCIPLINE AND CPD

12
ETHICS AND INTEGRITY

11
SORP UNIT 1

10
NEGOTIATION AND CLOSING

9
TEAMWORK AND PROACTIVITY

8
SALES PLANNING



7
DIGITAL AND IT SKILLS

6
CUSTOMER ENGAGEMENT

6
FINANCIAL ACUMEN

5
CUSTOMER NEEDS

4
MARKET INTELLIGENCE



3
ORGANISATIONAL KNOWLEDGE AND CPD

2
TIME MANAGEMENT

1
SECTOR KNOWLEDGE AND ETHICS



KNIGHTS TRAINING ACADEMY

THE ACADEMY COMMITTED TO YOUR SUCCESS

Sales Executive Level 4 (Senior Negotiator)

OVERVIEW

The Level 4 Sales Executive apprenticeship equips learners with the knowledge, skills, and behaviours needed to operate effectively in a modern sales environment, with a strong focus on digital promotion and customer engagement in a business context.

This programme can also be tailored to support a Sales Negotiator pathway, enabling apprentices—particularly those in property, estate agency, or similar sectors—to develop expertise in managing client relationships, negotiating offers, and progressing sales through to completion, while applying the core principles of the sales executive role.

Over an eighteen month duration, learners will engage with thirteen units before undertaking preparation for their end-point-assessment.

- Organisational Knowledge and CPD
- Time Management
- Sector Knowledge and Ethics
- Market Intelligence
- Customer Needs
- Financial Acumen
- Digital and IT Skills
- Customer Engagement
- Sales Planning
- Presenting Solutions
- Teamwork and Proactivity
- Negotiation and Closing
- Self Discipline and CPD

PROGRAMME ASSESSMENT

The Level 4 Sales Executive programme is externally assessed, consisting of three distinct assessment methods. A learner's skill, knowledge and understanding will be assessed against the standards set in the qualification.

Work-based Project

The apprentice completes a project on a business-relevant sales topic agreed with the EPAO and employer upon gateway approval. This project must demonstrate the application of relevant knowledge, skills, and behaviours (KSBs) in a real work context.

Presentation

The apprentice delivers a structured presentation, typically including a sales pitch and an explanation of their preparation process, followed by a Q&A session.

Professional Discussion

This is a structured, in-depth interview where the apprentice discusses their experience in relation to KSBs, supported by evidence collected throughout the apprenticeship.

