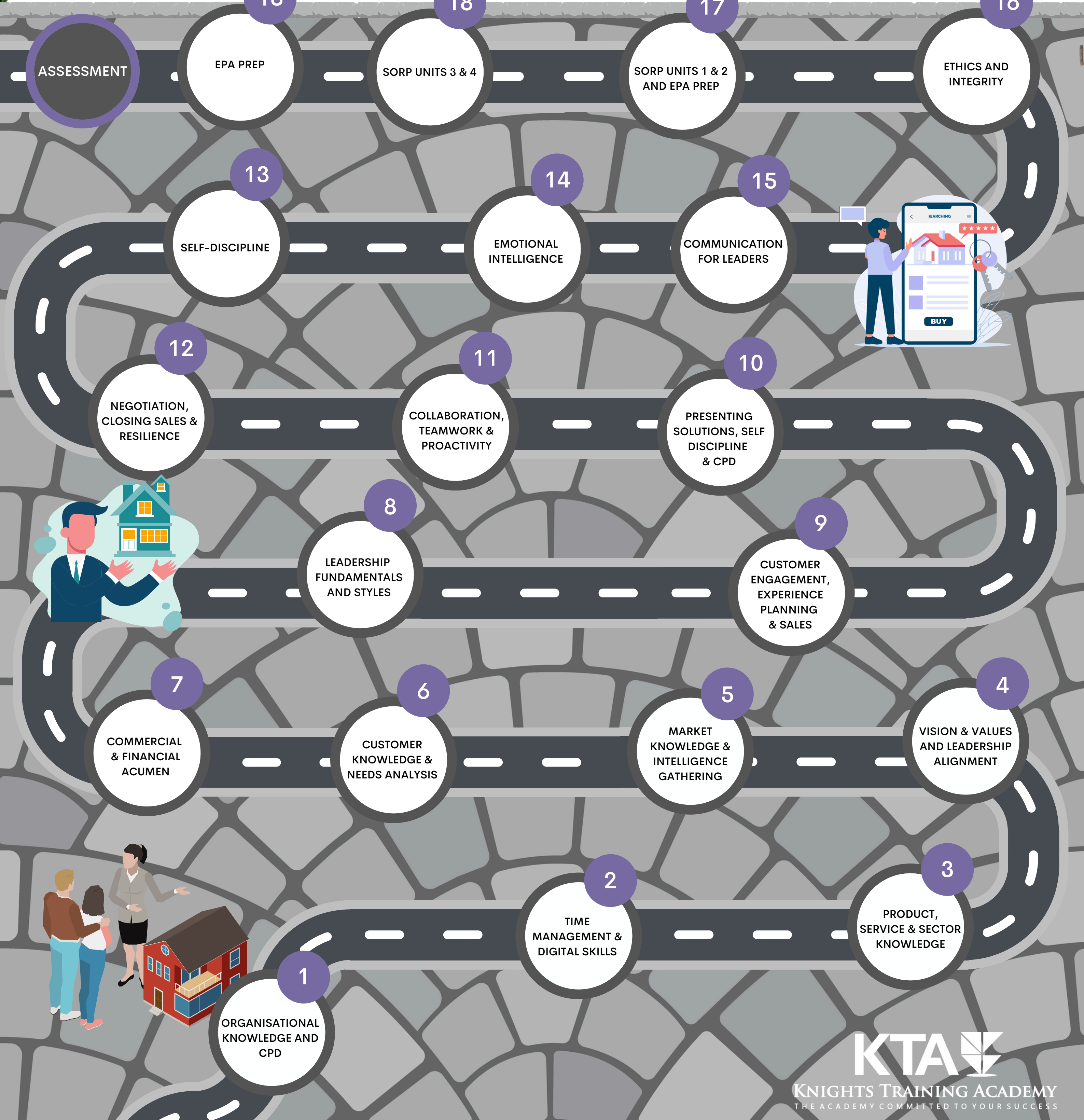


Sales Executive Level 4 (Sales with leadership)





KNIGHTS TRAINING ACADEMY

THE ACADEMY COMMITTED TO YOUR SUCCESS

Sales Executive Level 4 (Sales with leadership)

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 Leadership pathway by developing key skills in communication, strategic thinking, and decision-making. It builds commercial awareness and confidence through customer engagement, data analysis, and project ownership. With added responsibilities like mentoring and collaboration, it prepares individuals for future management roles.

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 and Digital Skills
- Product, Service and Sector Knowledge
- Vision and Values and Leadership Alignment
- Market Knowledge and Intelligence Gathering
- Customer Knowledge and Needs Analysis
- Commercial and Financial Acumen
- Leadership Fundamentals and Styles
- Customer Engagement, Experience Management and Sales Planning
- Presenting Solutions, Self-Discipline and CPD
- Collaboration, Teamwork and Proactivity
- Negotiation and Closing Sales
- Self-Discipline
- Emotional Intelligence
- Communication for Leaders

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.

