

# PROGRAMME INFORMATION

For further information and application requirements for this programme contact [apprenticeship@msletb.ie](mailto:apprenticeship@msletb.ie) or visit [www.apprenticeship.ie](http://www.apprenticeship.ie)



## EMPLOYER INFORMATION: NATIONAL SALES APPRENTICESHIP



*'Education and Training Opportunities for Life & Living'*





## OVERVIEW

The selling and sales landscape has changed over the past decade changing the way companies differentiate themselves from the competition and how they connect with prospects. The role of implementing a modern selling strategy including the development of real human connections is crucial for success. Sales specialists equipped with relevant skills such as building empathy and rapport, customer service, digital sales and marketing research are critical in an organisations' efforts to ensure the highest level of business ethics and service delivery to consumers.

This new apprenticeship programme has been designed by a consortia of sales industry leaders in collaboration with Mayo, Sligo and Leitrim Education and Training Board (MSLETB). It is a 2 year "earn and learn" model and is strongly grounded in practical "On-the-Job" work based learning supported by "Off-the-Job" learning in face to face workshops and an online learning environment. The apprenticeship will develop the skills required to deliver committed, adaptable and ambitious employees into the sales sector.

As a national apprenticeship programme, employers and apprentices can be based in any part of the Republic of Ireland. It will be specifically relevant to school leavers looking to embark on a career in sales, existing employees seeking to upskill and progress within their organisation and those interested in returning to the workplace.

Upon successful completion of the programme the apprentice will have gained a range of skills, knowledge and competencies necessary to embark on a career as a sales specialist. It is open to a wide range of employers, across all industry sectors, in both large and small firms. As a national apprenticeship programme, employers and apprentices can be based in any part of the Republic of Ireland.

## YOUR EMPLOYER

- Will be a SOLAS approved employer
- Will nominate a workplace mentor
- Will release the apprentice for the "Off-the-Job" phases of the programme
- Will provide adequate resources such as the time, facilities and equipment necessary to support the apprentice in respect of both on and off-the-job learning in your organisation
- Will pay the apprentice for the duration of the programme

## YOUR WORKPLACE MENTOR

For the "On-the-Job" phase of the programme you will be assigned a Workplace Mentor who will support your work based learning including the completion of your workplace tasks. S/he will be an experienced member of the employer's management or senior supervisory team and will liaise closely with your academic team of tutors and managers.

## APPRENTICE ENTRY REQUIREMENTS

- Must be employed by a SOLAS 'Approved Employer' and registered as an apprentice
- Aged 18 or over
- Must have Grade O6/H7 or above in 5 Leaving Certificate subjects (including Maths F2/06/H7 along with English or Irish 06/H7) or a full QQI Level 5 or higher qualification
- International applicants must present the equivalent of a full Level 5 qualification or higher
- Apprentices for whom English is not a first language must demonstrate proficiency in English and hold a minimum of a B1 CEFR or recognised equivalent
- Mature applicants aged 21 years and over without a Level 5 qualification will also be considered following an interview and submission of supporting documentation

## CERTIFICATION

On successful completion of the Sales Apprenticeship, you will receive a Level 6 Major Award; an Advanced Certificate in Sales. Holders of this award will be eligible to progress to higher education programmes, i.e Level 7 programmes on the NFQ.

For further information and application requirements please contact apprenticeship@msletb.ie or visit [www.apprenticeship.ie](http://www.apprenticeship.ie).

## COURSE MODULES

### Year 1

- Sales Fundamentals
- The Psychology of Sales
- Customer Service in the Experience Economy
- Sales Forecasting and Budgeting
- Legal and Ethical Considerations for Sales
- Marketing in the 21st Century
- Digital Skills for Sales

### Year 2

- Sales Coaching
- Consultative Selling, Negotiation and Decision Making in Sales
- Developing Leadership Skills
- International Selling for the Sales Practitioner
- Action Entrepreneurship
- Capstone Module

