

PROGRAMME INFORMATION

For further information and application requirements for this programme contact apprenticeship@msletb.ie or visit www.apprenticeship.ie



APPRENTICE INFORMATION: NATIONAL SALES APPRENTICESHIP



GENERATION
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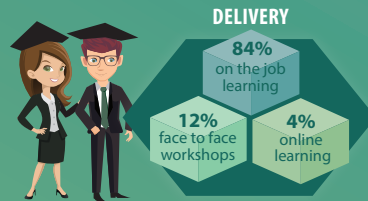
OVERVIEW

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 customers. 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 2 year Level 6 Sales Apprenticeship programme is an "earn and learn" model, designed to empower the apprentice with underpinning knowledge, skills and competencies required to become an effective sales specialist. It is strongly grounded in the practical experience of providing the apprentice with real "On-the-Job" work experience whilst being supported by "Off-the-Job" learning in face to face workshops and an online learning environment.

Apprentice Testimonials

What is the thing you like most about the Sales Apprenticeship programme?"



The thing I like most about the sales apprenticeship is how much I have grown as a result. I have learned so much about myself both personally and professionally and have gained a new found sense of confidence to do things I never would have before such as public speaking and using new technology and software. I have also made a lot of new friends and met some wonderful people within my own company. I would definitely recommend this course to anyone thinking of applying.

Joan Walsh,
Sales Apprentice
with Tesco Mobile



The things I like the most about the Sales Apprenticeship programme are, it allows you to develop and learn new skills as a Sales Specialist while working in a full time position. I also like the way it catches on all the main components and gives an all-round education on becoming successful as a Sales Specialist. I feel it has developed my skills greatly so far and given me knowledge on many aspects of sales, which without the Sales Apprenticeship course I would not have learned.

Adam Magee
Sales Apprentice
with Clarkes of Cavan



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 O6/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 within the sector and/or to higher education programmes.

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COURSE MODULES

Year 1

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