

# 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)



## CAREER GUIDANCE COUNSELLOR INFORMATION: NATIONAL SALES APPRENTICESHIP

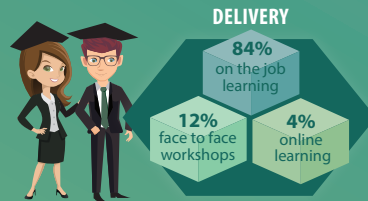


## Key Features of this Sales Apprenticeship

- An industry-led programme developed by a consortium of industry and education partners
- A 2 year apprenticeship programme which prepares the apprentice to become a Sales Specialist
- It leads to a Level 6 QQI Major Award – an Advanced Certificate in Sales
- The programme is delivered using a blend of work based learning, online learning and 'Off-the-Job' learning in face to face workshops
- 84% of the programme is delivered "On-the-Job" in a workplace environment
- There are no fees or costs to the apprentice for participating on this apprenticeship programme – the programme is funded by the government. However the apprentice must be employed and must be paid a salary for the duration of the apprenticeship
- This 2 year programme, developed by industry leaders in conjunction with Mayo, Sligo, Leitrim Education & Training Board (MSLETB) 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 open to a wide range of employers, across all industry sectors, both large and small firms, on a national basis.
- It specifically targets learners who wish to commence, develop and/or upskill their career in sales and offers a unique opportunity to learn in a practical, supportive environment
- It leads to a recognised Quality and Qualifications Ireland (QQI) Major Level 6 Award – an Advanced Certificate in Sales
- It is delivered via a blend of on-the-job learning (84%), online learning (4%) and face to face workshops (12%)
- Successful graduates can further their careers within the sales sector and/or progress to further studies in higher education.

## 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



## EMPLOYERS

- The apprentice will be employed by a SOLAS approved employer
- The employer will nominate a workplace mentor who will guide and mentor the apprentice throughout the duration of the apprenticeship
- The employer will release the apprentice from the workplace for the "Off-the-Job" phases of the programme
- The employer 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 their organisation
- The employer will pay the apprentice for the duration of the programme

## WORKPLACE MENTOR

- For the "On-the-Job" phase of the programme each apprentice will be assigned a Workplace Mentor who will support their work based learning including the completion of 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/O6/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/proficiency in English and hold a minimum of a B1 CEFR or recognised equivalent

## CERTIFICATION

On successful completion of the Sales Apprenticeship, the apprentice will receive a Level 6 Major Award; an Advanced Certificate in Sales. Holders of this award will be eligible to progress within the sales sector and/or to higher education programmes. For further information and application requirements please contact [✉ apprenticeship@msletb.ie](mailto:apprenticeship@msletb.ie) or visit [www.apprenticeship.ie](http://www.apprenticeship.ie)

## 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
- Marketing in the 21st Century

### 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