



Nine Dots Development

Levy-funded 14 month

Sales Development Programme Apprenticeship

Level 4



Skills Funding
Agency

Giving your people all of the skills they need to become exceptional in their roles.





Nine Dots Development

We help to assist organisations expand the skill sets of their employees, from junior managers, all the way through to executive level positions.

We do this through:

- Bespoke/tailored training workshops
- 1 to 1 coaching
- Qualifications (CMI/ILM/Apprenticeships)

Our work tends to cover 3 broad areas of skills and behaviours which can be categorised as:

- People Management
- Business Management
- Self Management

Level 4 Sales Development Apprenticeships

Enrolling existing staff through a **Sales Executive Apprenticeship** leads to the individual gaining essential as well as advanced sales and customer management skills, all accredited by the industry leading body, whilst **improving knowledge, skills and behaviours** within the sales teams maximise the chance of them becoming exceptional in their roles and ready for the next step.

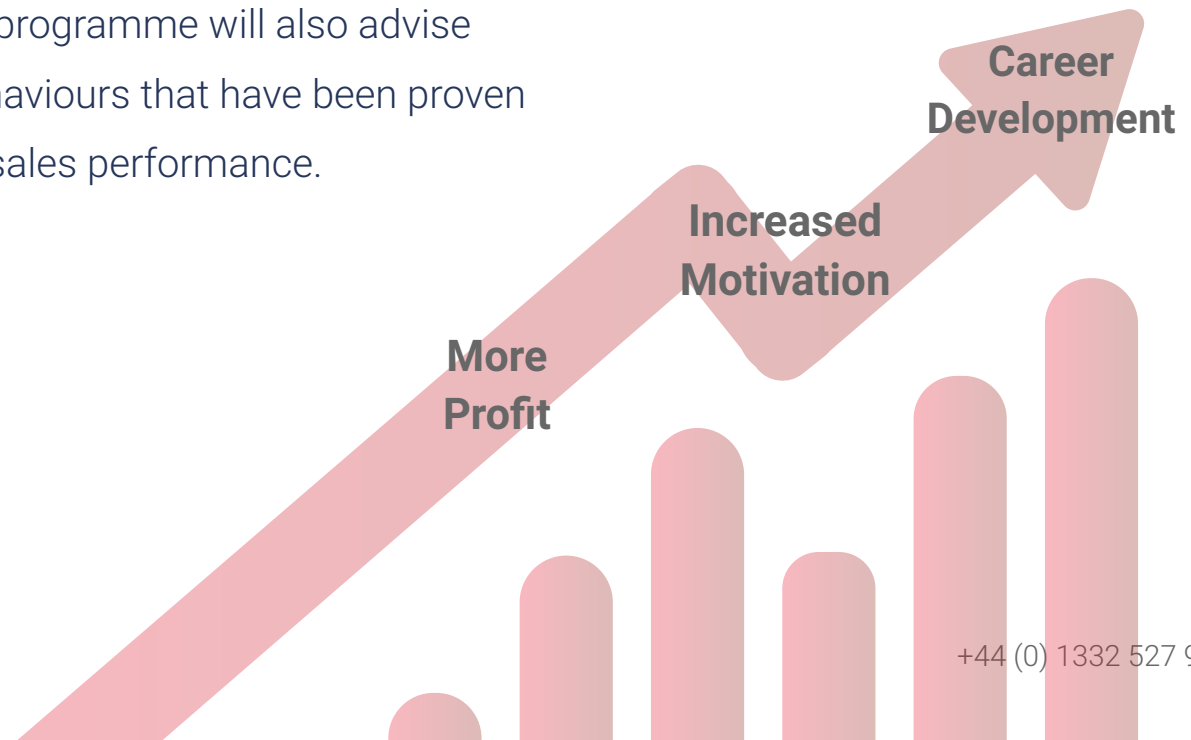




The Aim of the Programme

This programme will take your organisation's new and existing sales staff through the core skills and tools used by successful sellers to build mutually beneficial and profitable relationships with their clients and customers.

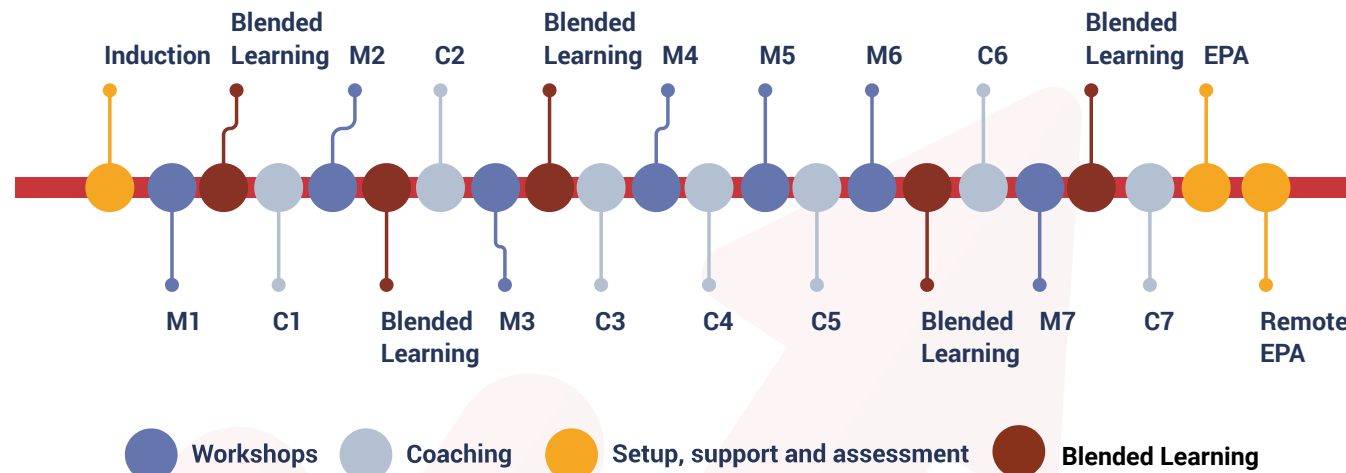
It will give them advanced communication skills, the ability to negotiate and win business over competitors. The programme will also advise and encourage positive and effective behaviours that have been proven to increase personal and organisational sales performance.





Time-line and Learning Content

As well as giving junior and more experienced sales professionals within the organisation the skills that they need to drive performance and perform well in their roles; this programme will also encourage the sales teams to innovate and embrace an entrepreneurial outlook to dealing with their customers whilst maintaining the MaaS ethos.



Module 1 (M1)

Understanding the Relationship between your Organisation and your Customer

Module 2 (M2)

Commercial Sales Process Part 1

Module 3 (M3)

Commercial Sales Process Part 2

Module 4 (M4)

LinkedIn Lead Generation

Module 5 (M5)

Delivering Sales Excellence

Module 6 (M6)

Selling - A Professional Approach

Module 7 (M7)

Presenting for Sales (TBL)



Pre-programme

Welcome & Programme Induction

Topics covered:

- Introduction to The Apprenticeship College
- Introduction to the standard
- Confirmation of starting points
- Information on End Point Assessment (EPA)
- Introduction to OneFile
- Understand behavioural styles
- Understand the importance of self-awareness

Module 1

Understanding the Relationship between your Organisation and your Customer

Topics covered:

- Organisational Knowledge
- Product, Service & Sector Knowledge
- Market Knowledge
- Customer Knowledge
- Presenting Commercial & Financial Acumen



Module 2

Selling - A Professional Approach

Topics covered:

- ⌚ Ethics & Integrity
- ⌚ Proactivity
- ⌚ Self-Discipline
- ⌚ Resilience & Self-Motivation
- ⌚ Continuous Professional Development

Module 3

Commercial Sales Process Part 1

Topics covered:

- ⌚ Sales Planning & Preparation
- ⌚ Customer Engagement
- ⌚ Customer Needs Analysis
- ⌚ Gathering Intelligence



Module 4

Commercial Sales Process Part 2

Topics covered:

- Handling Objections & Negotiation
- Closing Sales

Module 5

LinkedIn Lead Generation

Topics covered:

- Employing Digital Skill in a Sales Environment
- Using Digital Technology to aid the Sales Process

Module 6

Delivering Sales Excellence

Topics covered:

- Time Management
- Collaboration & Team-Work
- Customer Experience and Relationship Management

Module 7

Presenting for Sales (TBL)

Topics covered:

- Propose & Present Solutions



How the Apprenticeship is Assessed

The learners will need to pass the **End Point Assessment** which is made up of:

End Point Assessment

Knowledge Test

30%

Gained primarily through management direct and course workshops

Competency Based Interview

20%

Gained through management direct, courses, activities, assessments, project, off-the job learning, and portfolio

Professional Discussion

10%

Gained through CPD record, management direct and courses, other training and development.

Assessment of Portfolio

20%

Gained through management direct, courses, activities, assessments, project, off-the job learning, and portfolio

Presentation with Q&A

20%

Gained primarily through application of projects module and the post workshop work-based project

As part of ongoing coursework over the course of the programme, learners will be encouraged to engage in a real-life project in the workplace aimed at implementing change to solve a real issue.



Your Apprenticeship Objectives

- ✔ **Make more Gross Profit** - upskill sales people to be able to leverage more profit from the client relationships, negotiate more effectively and spot new opportunities / win new business
- ✔ **Develop Careers** - Through training and development, enable people to excel in their current roles, go for more senior roles in the future, develop new staff and raise their career aspirations within your organisation
- ✔ **Increase Motivation** - give the sales teams the impetus to approach their roles with a new found vigour, eager to put their learning into practice in the real-world





What Support We Will Provide With Your Apprenticeships

- ③ Our expert team will consult with you to make sure that the content we cover is **tailored to your organisation**.
- ③ The resources are **perfectly branded** in **your** company's image to accompany the learning.
- ③ Our apprenticeship programmes are **business focused** ensuring that the learning is extremely relevant in the context of your business and industry
- ③ Your programme will have a **dedicated account manager, lead trainer and skills coach** meaning you are thoroughly supported through this journey



A few interesting reasons why we are perfectly positioned to deliver apprenticeships...

- ③ We have a very thorough process of setup to ensure you stay informed and to make sure we don't miss a single detail
- ③ We have 100% pass rate demonstrating that we know how to train effectively
- ③ We have a trusted, experienced and solid project process to ensure we deliver exactly what we have promised every time
- ③ We provide free catch up sessions for those who might have to miss a workshop for whatever circumstance
- ③ We are 100% Ofsted compliant and have comprehensive policies in place to ensure that our teaching and service we provide is first class and meets all government standards



What our Learners and Clients Say

- It was an excellent time - full of information! Thank you!
- Trainer had good knowledge and experience in which I learnt new methods in which will help me throughout the future. Course was run at a good speed to enable good understanding of scenarios.
- I thought that today's session was very informative with good pre-planning, engaging discussions and varied conversations.
- I thought the course was relevant and was structured in such a way to keep it interesting. The varying tasks ensured well all kept focused.

"I was attracted by the thought of a company thinking outside of the box for innovative and creative solutions to workforce development. This was reinforced on meeting representatives of the company and their willingness to work alongside us to do this. Nine Dots Development have worked with us to define our needs as an organisation and helped us plan to meet these outcomes. We have received excellent feedback from the training inputs they have provided for us. If I was on a website I would rate these 5 stars for all the above reasons. I have received excellent service, support,

flexibility and creativity in helping us to achieve our organisations and staff development goals. Highly Recommended".

Laurence Stanton-Greenwood

Learning and Development Manager

Hesley

- Very informative and helpful for future. Very good to help my work day to day.
- All Nine Dots facilitators were very knowledgeable, friendly with lots of experience and expertise in their fields.
- I found it to be well - structured and delivered in an engaging way. I will definitely use what I have learnt in my work.

Check out **thousands of reviews and training outcomes** that are featured on our website:

ninedotsdevelopment.com



Pricing

Level 4 Sales Development Programme **£6,000 per person**

Paid through the Digital Apprenticeship Account over the course of 14 months. Programme length can differ and there may be additional 10% top-up charges to pay if you go over the limit of your levy pot

