


Ofsted
Outstanding
Provider

LEVEL 4

SALES EXECUTIVE STANDARD




csr group
scientific training

EDUCATE, INSPIRE, ACHIEVE, EVOLVE

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We have been delivering quality apprenticeship programmes for over 10 years and our vision is to bring education and industry together for a brighter, safer world and to inspire the next generation of professionals.

We map our delivery to employer requirements and provide the highest quality of education possible to all our learners, supporting and enabling them to achieve their full potential. Our success rates remain consistently above the national average.

Our team includes industry experts and qualified professionals with real-world sales experience and outstanding teaching credentials.

We also have in-house expertise in supporting employers to set up and run award-winning apprenticeship programmes.



WHO WE ARE

We are the country's leading dedicated scientific training provider and are proud to partner with some of the most innovative organisations in the UK.

In addition to our scientific programmes, we now offer high-quality apprenticeships in commercial and business development roles, including the Level 4 Sales Executive.

We are listed on the APAR (Apprenticeship Provider and Assessment Register), regulated by Skills England and monitored by Ofsted. At our most recent Ofsted inspection, we were graded Outstanding.

Some of our customers include:

- The National Physical Laboratory
- The University of Oxford
- The University of Cambridge
- Thermo Fisher Scientific
- BP
- P&G
- Labcorp
- NHS

“Thank you for helping us build our future and for your continued support and dedication to apprenticeship training.”

Carly Larkin, Apprentice Lead at East Kent Hospitals University

ABOUT THE LEVEL 4 SALES EXECUTIVE APPRENTICESHIP

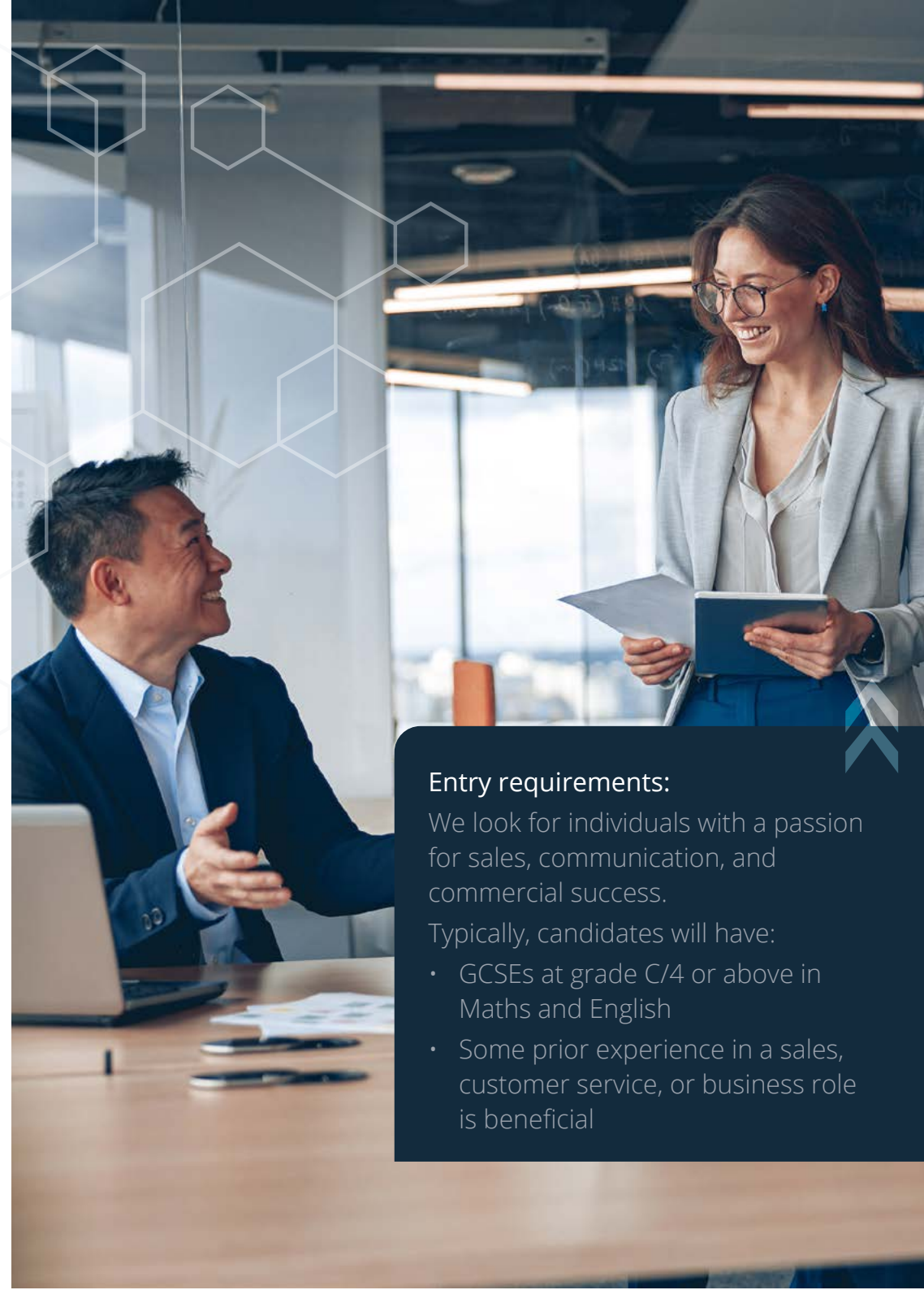
Sales Executives work in B2B and B2C environments across a wide range of sectors. They manage customer relationships, win new business and support the organisation's commercial success.

This apprenticeship develops confident, knowledgeable sales professionals who can plan, implement and close sales effectively while managing long-term customer accounts.

Apprentices must be employed in a relevant sales role for the duration of the programme. Their job must allow them to develop, practice, and demonstrate the knowledge, skills and behaviours required by the standard.

A Sales Executive apprentice will learn:

- How to manage and develop customer relationships
- How to deliver tailored solutions to meet client needs
- Sales planning and pipeline management
- Communication, negotiation and presentation techniques
- Sales reporting, KPIs and commercial awareness
- How to use CRM and digital sales tools effectively



Entry requirements:

We look for individuals with a passion for sales, communication, and commercial success.

Typically, candidates will have:

- GCSEs at grade C/4 or above in Maths and English
- Some prior experience in a sales, customer service, or business role is beneficial



DELIVERY OF THE APPRENTICESHIP

We work with the employer to create a bespoke training plan that fits your commercial goals. Apprenticeships are delivered through a blend of virtual learning, workplace assessment, and dedicated 1:1 support from an experienced sales trainer.

Our flexible model allows learners to apply what they learn immediately in their day-to-day sales role.



HOW THE APPRENTICESHIP BENEFITS EMPLOYERS

The Level 4 Sales Executive apprenticeship is designed to directly improve commercial performance.

Employers benefit by:

- Developing confident, motivated salespeople who understand your business and customers
- Increasing customer satisfaction and long-term client retention
- Building internal sales capability and reducing reliance on external recruitment
- Tailoring training to align with your commercial strategy and market environment
- Gaining staff who are equipped to drive new business, improve conversion rates and deliver measurable results
- Enhancing employee loyalty and career progression through investment in professional development

We help organisations make the most of their levy funding while building a strong, effective sales team from within.

Delivery is via supported distance learning online



OFF-THE-JOB TRAINING

At least 6 hours per week of off-the-job training is required. This can include:

- Online learning and workshops
- Internal product and sales training
- Attending conferences or webinars
- Peer shadowing and mentoring
- Reflection, planning and research time

All activities are documented to demonstrate learning and progression.



Support for the Employer

If you are using your apprenticeship levy to train new Sales Executives, we can assist with:

- Recruitment support – advertising, candidate shortlisting, and interview assistance
- Line manager and mentor training – so your team can fully support the apprentice's journey
- Regular progress reviews to align training with your business goals

Support for the Apprentice

Each apprentice is supported by:

- A dedicated sales trainer
- Safeguarding and Wellbeing support team
- Ongoing access to online learning materials and feedback

We track short, medium and long-term development objectives and keep employers involved every step of the way.



15
MONTHS

DURATION OF THE APPRENTICESHIP

Typically, 12 months with an additional 3 months for End Point Assessment (EPA) preparation.

Gateway Requirements:

Before EPA, the apprentice must have:

- Built a portfolio of evidence
- Been signed off as ready for assessment by the employer and CSR

Opportunity to Progress

After completing this apprenticeship, individuals may progress to:

- Account Manager or Key Account roles
- Senior Sales or Business Development positions
- Level 5 Management or Leadership apprenticeships
- Professional body membership such as the Institute of Sales Professionals (ISP)

FUNDING

Levy-paying employers can fund this apprenticeship through their digital account.

Maximum funding band: £6,000

Non-levy employers may be eligible for 95–100% funding support depending on circumstances.

We can guide you through the process and manage all aspects of funding and compliance.

CELEBRATING SUCCESS

We're proud to celebrate the achievements of our apprentices. Apprentices are invited to our annual graduation ceremony and can be nominated for:

- National Apprenticeship Awards
- Sales Apprentice of the Year (sector-specific awards)

Let's recognise your team's growth and success together.





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