

## Factsheet 28

### Sales and Telesales

National Apprenticeship Service

#### Overview

The sales/telesales workforce is relatively young. 32% of workers are stated to be under the age of 25, with the highest employment being of people aged 16 – 19 and 20 – 24. Selling is a part of our daily activities. We sell our views, our ideas and ourselves to colleagues, clients, bosses, partners and families. We are often talking with sales people – on the street, in stores and on the phone.

Good salesmanship involves helping customers to buy a product or service to meet their needs. As a job, this involves meeting people, building relationships, addressing challenges, being creative in offering solutions and thinking independently. As these skills are relevant to many aspects of our daily lives, selling isn't just a business skill; it's also a valuable life skill that could help in many circumstances, from 'selling' your skills at a job interview to 'selling' your ideas during a debate.

As an apprentice you could find yourself working in a range of sectors.

Starting salaries (once qualified):  
£11,000 - £15,000, plus commission.

#### What is an Apprenticeship

An Apprenticeship is a mix of real work and learning. Apprentices earn a wage and get experience whilst working towards a number of qualifications. An Apprenticeship follows a Level 2 programme and can lead onto an Advanced Apprenticeship which is a Level 3 programme.

#### Example Job Roles as an Apprentice

- Call Centre Operative
- Customer Sales Adviser
- Customer Service Adviser
- (Field) Sales Trainee
- Sales/Telesales Adviser
- Sales/Telesales Assistant Representative

#### Apprenticeship Framework

There are a number of elements to each Apprenticeship and this is called the framework. Each Apprenticeship framework has three main strands:

- competence based element
- technical element
- skills element

The three strands are sometimes accompanied by additional qualifications to give the most relevant skills and knowledge required for the job.

## Competence Element

**Apprenticeship** – NVQ Level 2 in sales or telesales

**Advanced** – NVQ Level 3 in sales or telesales

## Technical Element

**Apprenticeship** –

One of the following;

Level 2 Certificate in Contact Centre Skills

Certificate in Sales and Marketing

Level 2 Certificate in Sales Management

**Advanced** –

One of the following;

Level 3 Certificate in Sales

Level 3 Certificate in Contact Centre Skills

Diploma in Advanced Sales and Marketing

Certificate in Advanced Sales and Marketing

## Skills Element

**Apprenticeship** –

Application of Number Level 1

Communication Level 1

**Advanced** –

Application of Number Level 2

Communication Level 2

## Other Additional Study

Employment Rights and Responsibilities

## Apprenticeships Available

- Apprenticeship ✓
- Advanced Apprenticeship ✓
- Higher Apprenticeship X

## Progression Routes

- Advanced Apprenticeship
- Business Consultant
- Business Development Executive
- Customer Relationship Manager
- Customer Service Team Leader

## Options within the Framework

You can follow a sales or telesales route, or link it to a marketing pathway depending on your job role.

## Already Employed?

Are you currently employed but not working towards qualifications? Speak to your employer about converting to an Apprenticeship and ask them to call 08000 150 600 for more information.

## For more Information and to Apply

Visit:

[www.apprenticeships.org.uk](http://www.apprenticeships.org.uk)

[www.msssb.org](http://www.msssb.org)

If you require further advice or support on Apprenticeships please contact your local Connexions or Careers Advice Service.