

IT Technical Salesperson Apprenticeship Standard



Role/Occupation: IT Technical Salesperson Level 3

Overview: Selling technical products or services, such as data storage and cloud services, for a company

The primary role of an IT Technical Salesperson is to sell a company's technical products and services. They need a good knowledge and understanding of the portfolio of technologies that are available. They work to maintain good relationships with existing clients, gaining repeat business wherever possible from customers both internal and external, UK or internationally. They also approach potential customers with the aim of winning new business. They maintain a thorough understanding of existing technologies and those that are emerging.

DURATION

The apprenticeship will typically take 18 months to complete.

ENTRY REQUIREMENTS

Entry requirements will be determined by individual employers.

ENGLISH & MATHS

Apprentices without Level 2 English or Maths will need to achieve this prior to taking their End Point Assessment.

For those with an education, health and care plan or a legacy statement, the minimum English and Maths requirement is Entry Level 3. For those whose primary language is British Sign Language, BSL qualifications are an alternative to English qualifications.

QUALIFICATIONS

There are no mandatory qualifications for this apprenticeship standard.

LINK TO PROFESSIONAL REGISTRATION

This apprenticeship is recognised for entry on to the **Register of IT Technicians** and those completing their apprenticeships are eligible to apply for registration.

COMPETENCIES

Knowledge: What is required

Understands the basic elements and architecture of computer systems

Has a working knowledge of Cloud and Cloud Services

Understands the principles of secure coding

Has a working knowledge of the role IT plays within the broader context of a business strategy

Understands the main methodologies used for unified communications

Understands the basics of how data storage works and the main technical options available

Understands how to communicate using the appropriate language and terminology for audience and cultural awareness

Understands the principles and ethics of sales, recognising the importance of delivering value to the customer

Understands the sales life cycle, techniques and processes

Understands how to negotiate, handle objections and close sales

Understands the business product(s) they are responsible for selling including the relevant vendor product(s) as selected by the employer

Skills: What is required

Logical and creative thinking skills

The ability to interact effectively and professionally with a range of different types of customer

Ability to think analytically and to solve problems

Ability to work independently and to take responsibility

Ability to work with a range of internal and external people

Ability to communicate effectively in a variety of situations

Behaviours: What is required

Can use own initiative

A thorough and organised approach

Maintain productive, professional and secure working environment

Ability to operate in a secure manner

Technical Competencies

Communication

Works both independently and as part of a team and following the organisation's code of practice

Demonstrates an ability to communicate effectively and present both in writing and orally at all levels, using a range of tools

Technical Competencies (Continued)

Customer Experience	Demonstrates strong interpersonal skills and cultural awareness when dealing with colleagues, customers and clients during sales operations and whilst defining requirements with an emphasis on customer satisfaction and relationship management
Data Security	Operates securely in line with organisational guidance, legislation and organisational software packages Complies with security of data and can effectively record, analyse and communicate data at the appropriate level using the organisation's standard tools and processes throughout all sales interactions
Problem Solving	Applies structured techniques for troubleshooting, problem solving Analyses problems by selecting the appropriate tools and techniques in line with organisation guidance when dealing with sales as well as routine tasks
Business Needs	Assesses and qualifies sales leads by developing a clear understanding of clients' business needs and advising how these might be met with appropriate products, tools and techniques
Project Management	Works flexibly and demonstrates the ability to work under pressure independently and as part of a team to progress sales and manage their time, workflow, priorities and projects
Interprets & Follows	Health and Safety legislation to securely and professional work productively in the work environment Data Protection Act 1998 Sales of Goods Act 1979
Sales Process	Professionally operates all sales-related tasks to maintain integrity, brand and company image during negotiations, handling of objections and closing sales with an understanding of the markets and external competitors
Technical	Ability to understand and explain the technical portfolio and technical systems sold within the organisation and can use the current hardware and operating systems available
Database & Campaign Management	Prioritises their contacts and keeps an up to date database knowing when and why to contact current consumers or prospects in line with organisational requirements
Context / CPD	Identifies and negotiates personal development in the context of the wider business and how their role relates to other roles in the business

ON-PROGRAMME DELIVERY

Each apprentice will be allocated a Coach to support ongoing learning and preparation for End Point Assessment. In addition Progress Reviews will take place regularly to ensure the apprentice is on track.

All apprentices will be invited to attend relevant workshops to support the development of their Knowledge, Skills and Behaviours.

END POINT ASSESSMENT

The EPA consists of four assessment methods:

1. Summative Portfolio
2. Synoptic Project
3. Employer Reference
4. Interview

The EPA will be conducted by an Independent External Assessment Organisation (IEAO).

PROGRESSION

Please talk to us about progression from this Apprenticeship.

REALITY CHECK

- Time and support required from the employer to the apprentice during the apprenticeship to include: regular Performance Reviews, relevant off the job training and preparation for the final EPA
- Expectation of significant amounts of study/work from the apprentice in order to meet the requirements of the apprenticeships
- Employer has to be involved in the EPA and provide support and time to the apprentice in preparation for the EPA

COSTINGS

Maximum Funding Band: £12,000

The cost of the apprenticeship will be negotiated with you in line with Government guidelines