

As an IT sales Apprentice you will combine technical knowledge with sales skills. The balance depends on the level of technical knowledge and understanding you'll need to sell the product you're offering and to respond to clients' queries. Your clients will usually be technical staff from non-retail organisations.

You'll liaise regularly with other sales personnel and colleagues from other departments such as research and development, design, purchasing and production, and senior company managers.

This can include:

- Searching for new clients who could benefit from your products
- Establishing new, and maintaining existing relationships with customers
- Managing and interpreting customer requirements
- Persuading clients that a product or service will best satisfy their needs
- Calculating client quotations
- Negotiating and closing sales by agreeing terms and conditions
- Offering after-sales support services
- Meeting regular sales targets
- Recording and maintaining client contact data
- Co-ordinating sales projects
- Making technical presentations and demonstrating how a product will meet client needs
- Providing pre-sales technical assistance and product education
- Liaising with other members of the sales team and other technical experts

ICT Professional Competence

Mandatory Units

- Health and Safety in ICT
- Develop own Effectiveness and Professionalism
- Customer care in ICT
- Software Installation and Upgrade
- Technical Advice and Guidance
- Investigating and Defining Customer Requirements
- Using email
- Word processing software
- Presentation software
- Spreadsheet software

ICT Systems and Principles

- Install, Configure and Upgrade ICT Software
- Business Concepts
- Creative problem solving
- IT consulting skills

Sales Workshop

- Induction to sales process
- Preparing for the sales call and getting through to the decision maker
- Defining customer needs and selling value
- Planning and prioritisation
- Handling the more challenging customer
- Psychology of communication and competitor analysis
- Coaching clinic
- Graduation