



Business to Business Sales Professional

Programme Overview

Welcome to the 36 month, Level 6 Business to Business Sales Professional Programme.

B2B Sales professionals operate in organisations of all sizes and across multiple industry sectors such as manufacturing, pharmaceuticals, fast moving consumer goods (FMCG), business services, professional services and technology. The occupation profile covers different areas of B2B Sales such as: Account Management, Sales Specialist, New Business Development and Channel Sales.

Key Facts



Price
£TBC



Duration
Typically, 36 months



Apprenticeship Level
Level 6



Qualifications
Successful completion results in a Bachelor's degree (hons) in Business to Business Sales.

Role Profile

A Business to Business (B2B) Sales Professional is responsible for delivering value to business customers, including corporate, public sector, SME, not-for-profit organisations as well as their own organisation. In addition, the individual may work in a national or international environment. It is a multi-faceted role which includes leading on long term, complex propositions, such as multiple pricing options or which may interface to procurement specialists. Using insights, critical thinking and commercial judgement they deliver commercial benefit to a number of customers or a complex, high value account.

Core Knowledge

This standard delivers the following key knowledge areas:

- Prospecting and Qualification
- Sales Planning
- Solution Development
- Developing Proposals
- Commercial Acumen
- Post Sales Delivery

**Speak to one of us today
to find out more:**

Call | 0844 504 3174

Email | mitie@3aaa.co.uk

Website | 3aaa.co.uk