

"Aston aims to enable the employer and individual to access choice and opportunity through education, guidance and support"



Sales & Telesales

The Sales & Telesales workforce is one of the largest professional groups in the UK today, employing around 7% of the UK workforce, or just over two million people. In addition, there are many more non-specialists for whom selling is an essential part of their job role

The course provides employers of all sizes and across all sectors in England with a high quality, nationally recognised programme which will attract new talent into Sales & Telesales and up skill the existing workforce to make businesses more productive, efficient and profitable.

Units included within the qualifications sample;

- Understanding the relationship between sales and marketing
- Negotiating, handling objections and closing sales
- Obtaining and analysing competitor information
- Buyer behaviour in sales situations
- Communicating using digital marketing/sales channels
- Developing and implementing sales call plans
- Assisting customers in obtaining finance for purchases
- Monitoring and managing sales team performance

Aston is able to offer Sales & Telesales qualifications at Level 2, 3 & 4 whether currently working in Sales or would like to we have a programme suitable.

These qualifications are available as standalone or within Apprenticeships;

- **Intermediate (L2)**
- **Advanced (L3)**
- **Higher (L4)**

Funding is available for apprenticeships programmes Interested? Contact us