



Technical Sales

Level 3
Apprenticeship

INTEQUAL

About us

At Intequal, we are specialists in the management and provision of top quality IT, sales and digital apprenticeship programmes.

As a technology driven organisation, we have years of experience acquiring and training talent for all types and sizes of organisations. Our apprenticeships provide real-time work and learning experience opportunities in various industry sectors and our programmes include globally recognised professional qualifications from Microsoft.

Working closely with business, we deliver apprenticeships through blended learning with classroom based training delivered F2F due to the activities covered.

Our blended training delivery enables:

- Increased productivity - workbased study
- Instant application of knowledge to role
- Dedicated Pathway Planner to provide study support
- Employer-led training tailored to business needs

Technical Sales

Level 3 Apprenticeship Programme Summary

The aim of the course is to provide the skills and knowledge required to begin a career as a salesperson specialising in selling software and technology products and services. The duration of this apprenticeship course is typically 12-15 months delivered in a blend of online/offline methods.

Career Pathways



Course Comprises



Study modules

Programme Introduction & Initial Sales Kit

- explanation of programme structure and content, assessment methods and processes.

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| Key Topics | <ul style="list-style-type: none">• Sales closing techniques• Sales process• Buying and selling relationships• Sales legislation• The importance of follow-ups |
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Qualifications of Sales Leads

- assess and qualify sales leads by developing a clear understanding of clients' business needs.

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| Key Topics | <ul style="list-style-type: none">• Monitor sales performance• Analyse success factors• Assessing needs• Identifying pain points |
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Interpersonal & Written Communication & Telephone Techniques

- understanding of Microsoft software eg Word/Powerpoint as well as phone techniques and voice training.

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| Key Topics | <ul style="list-style-type: none">• Database and campaign management• Outbound calling• Prepare sales presentations |
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Customer Experience, Competitor Awareness & Analysis

- demonstrate strong interpersonal skills when dealing with colleagues, customers and clients.

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| Key Topics | <ul style="list-style-type: none">• The importance of USP to organisations• Provide customer care by establishing customer relationships |
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Microsoft Technical Associate (MTA) Cloud Fundamentals & Overview of Unified Communications

- understanding the Cloud services and types of unified communications.

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| Key Topics | <ul style="list-style-type: none">• MTA Cloud Fundamentals• Overview of unified communications |
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Business Concepts, Health & Safety, Data Security, Personal Performance & CPD

- enable to operate securely in line with organisational guidance, legislation and software.

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| Key Topics | <ul style="list-style-type: none">• The principles of business operations• Understanding the psychology of objections |
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Problem Solving, Excel & Email

- utilise Microsoft software (Excel/Outlook) to support problem solving.

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| Key Topics | <ul style="list-style-type: none">• Analyse problems• Completion of problem• Evaluating solutions |
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Introduction to Project Management

- understanding the relationships of time, effort and workflow in project management.

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| Key Topics | <ul style="list-style-type: none">• Agile Project Management techniques• Management of resource, targets and conflicting priorities |
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IT Fundamentals & Principles of Secure Coding

- understanding the principals of coding implementation and IT infrastructure overview.

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| Key Topics | <ul style="list-style-type: none">• Principles of secure coding• IT fundamentals |
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"I've been really pleased with the quality of training. We have learnt about the sales process, customer buying habits and how to close a sale and there has been a variety of group and independent work – highly interactive with use of brainstorming.

We are also putting into practice what we have learned through role play – ie carrying out a sales pitch. This has been a really good experience."

Tech Sales apprentice

Please contact our team at Intequal for further information

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