




Apprenticeship standard (England only)

IT Technical Salesperson

Industry: Sales, marketing and procurement

City & Guilds code: 9705

 **Typical duration:** 12 months
 **Maximum funding:** £12,000*
 **Level 3**

*Funding information accurate as of October 2019.
For the most up-to-date information, check the [Institute for Apprenticeships and Technical Education \(IfATE\) website](#).

About the standard

This standard was approved for delivery on 19th September 2016.

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The main role an IT Technical Salesperson will undertake is to promote and sell the technical products and services of the organisation. They will have good relationships with their customers and can inform them of the technological products that exist and will also be released in the near future. Their aim is to increase sales for the organisation.

Roles associated with IT Technical Salesperson are Sales Consultant, Sales Engineer, Sales Associate, Entry Level Customer Support, Technical Tele Sales, Technical Retail Assistant and Junior Account Manager.

On-programme: what apprentices need to learn

Apprentices need to complete 20% off-the-job training during the on-programme phase of their apprenticeship. Specific rules govern this and it must take place in the apprentice's contracted hours.

The technical competencies, technical knowledge and understanding and underpinning skills, behaviours and attitudes required in the delivery of the Level 3 IT Technical Salesperson apprenticeship are broken down into the following modules.

Apprenticeship training manual:

To support our on-programme delivery, we will have an apprenticeship training manual (ATM) which will guide tutors and apprentices through a range of practical tasks mapped to the standard, allowing apprentices to track progress and record evidence of their learning as they go. Tasks are mapped to maths & English requirements, developing knowledge and skills in a real working environment. This will be available from 1st March 2021.

Technical Competencies

- Communication
- Customer Experience
- Data Security
- Problem Solving
- Project Management
- Interprets Legislation
- Sales Process
- Database and Campaign.

Technical Knowledge & Understanding

- Understands the principles of secure coding
- Understands the main methodologies used for unified communications
- Understands the sales life cycle, techniques & processes
- Understands the basic elements and architecture of computer systems
- Has a working knowledge of Cloud and Cloud Services
- Understands the basics of how data storage works and the main technical options available
- Has a working knowledge of the role IT plays within the broader context of a business strategy
- Understands how to negotiate, handle objections and close sales.

Underpinning Skills, Attitudes and Behaviours

- Ability to think analytically and to solve problems
- Can use own initiative
- Logical and creative thinking skills
- Ability to work with a range of internal and external people
- The ability to interact effectively and professionally with a range of different types of customer
- Ability to work independently and to take responsibility.



Refer to the [IfATE website](#) for further details on the standard and assessment plan.

City & Guilds has developed teaching and learning materials to support employers and learning providers to deliver on and off-the-job learning for this standard. For more information, [visit our webpage for IT Technical Salesperson here](#).



Gateway requirements

Before you can book end-point assessment, the provider, employer and apprentice sign off that the apprentice will be ready for EPA.

For this standard, the employer, provider and apprentice will need to sign a declaration to agree the apprentice has met the relevant IT Technical Salesperson knowledge, skills and behaviours as set out in the standard. For level 3 to 8 apprenticeships, apprentices must achieve level 2 English and maths prior to taking their EPA.

As part of our EPA service, City & Guilds will check all gateway evidence before the EPA event so you can have the confidence that the apprentice is ready for EPA.



EPA: how apprentices demonstrate their learning

As defined in the assessment plan, the assessment events for this standard are:



Synoptic project

A (typically) three-day assessment against a pre-defined project conducted in a controlled environment.



Summative portfolio

This provides evidence against the standard based on the application of knowledge, competence and behaviours to real projects in the work environment, selected from the best examples of the apprentice's work.



Employee reference

A written statement from the employer with their conclusion on how the apprentice has performed in the workplace and how they have applied their knowledge, competencies and behaviours across certain projects.



Interview

The purpose of the interview is to gather sufficient evidence, primarily by discussing the work presented in the Case Study Presentation and in the portfolio, against the knowledge, skills and behaviours set out in the standard.

City & Guilds will allocate a skilled and experienced professional to assess the apprentice objectively against the standard. All assessments are standardised and quality assured.

To help you prepare apprentices and ensure they feel ready for assessment, we have created a suite of preparation resources, including:

- **EPA pack:** Details behind the standard and assessment plan, guidance on EPA tasks and grading, procedures for re-sits, timelines, venue and resource requirements for EPA. It is important that you are familiar with this information
- **EPA exemplar materials:** available for tutors, providing real assessment examples for each assessment type, such as transcripts and examples of good practice

- **EPA preparation tool:** Personalised login for each apprentice with useful learning resources relevant to the assessment skills required for their standard, ensuring they feel ready for their EPA experience
- **recording forms:** Supporting you to complete key stages of EPA readiness, we have prepared forms to give you peace of mind and confidence that everything is covered
- **LIEPA report:** A report produced by our lead independent end-point assessor (LIEPA) with insight into the EPA results for this standard and findings across all centres. These reports can help you refine your delivery to improve success rates
- our dedicated **EPA customer success team** will be on hand to support you through your EPA journey.





Apprenticeship certification

As well as receiving their IfATE apprenticeship certificate, the apprentice will receive a City & Guilds statement of achievement for EPA.

Why choose City & Guilds?

Personal support: Our dedicated EPA customer success team, Technical Advisors, Business Managers and Customer Service teams are on hand to help you throughout your apprenticeship journey.

Teaching tools and resources: All of our resources are mapped comprehensively to the standard and designed to draw out the skills, knowledge and behaviour apprentices need so they are confident for assessment and you know that everything is covered.

EPA support resources: Our specially created EPA resources will help you to prepare apprentices and ensure a smooth booking process.

EPA delivery: We are growing our EPA service, using new technologies to enhance the delivery and management of EPA.

Pricing that works for you: When you choose us for EPA, you pay a small registration fee and the balance once the EPA has taken place and results submitted.

Events and webinars: We deliver a range of events and webinars run by industry specialists to advise and guide you.

Progression: The journey never stops and we're committed to helping learners progress into a job, develop on the job and move into the next job. Visit our website [cityandguilds.com](https://www.cityandguilds.com) for our wider offering in this sector and information about leadership and management apprenticeships.



More information

If you're a City & Guilds centre, visit Walled Garden or contact your Business Manager for prices and any further information.

If you're a new customer, contact apprenticeships@cityandguilds.com to find out more.

Or visit [cityandguilds.com/apprenticeships](https://www.cityandguilds.com/apprenticeships) for full information on our apprenticeship products and services.

Visit [i-l-m.com/apprentice](https://www.i-l-m.com/apprentice) for information on management apprenticeships.