

# apprenticeship FRAMEWORK

## Sales & Telesales (Wales)

### IMPORTANT NOTIFICATION FOR ALL APPRENTICESHIP STARTS FROM 14 OCTOBER 2016

Modifications to SASW came into effect on 14 October 2016. These changes relate to the **Essential Skills and Employer Rights and Responsibilities** requirements of a framework and they **ONLY** apply to new Apprenticeship starts on, or after, 14th October. Apprenticeship starts before this date must continue to meet the 2013 SASW requirements for Essential Skills and Employer Rights and Responsibilities.

For more details of the changes and how they will affect new apprenticeship starts, please read the following preface page to the framework document. NB: Please check the "Revising a Framework" section for information on any additional changes that may have been made to this framework.

### Latest framework version?

Please use this link to see if this is the latest issued version of this framework:

[afo.sscalliance.org/frameworkslibrary/index.cfm?id=FR03862](http://afo.sscalliance.org/frameworkslibrary/index.cfm?id=FR03862)

Issue date: 06 May 2016

Published by  
Instructus

apprenticeship  
FRAMEWORKS ONLINE  
[www.afo.sscalliance.org](http://www.afo.sscalliance.org)

# CHANGES TO REQUIREMENTS FOR APPRENTICESHIP STARTS FROM 14TH OCTOBER 2016

These changes relate to the Essential Skills and Employer Rights and Responsibilities requirements of a framework and they ONLY apply to new Apprenticeship starts on, or after, 14th October 2016. Apprenticeship starts before this date must continue to meet the 2013 SASW requirements for Essential Skills and Employer Rights and Responsibilities.

## Alternatives for Essential Skill qualifications

**Foundation apprenticeships (Level 2):** Where Essential Skills qualifications are specified in a foundation apprenticeship framework (Level 2), the apprenticeship framework must specify as a Welsh certificate requirement, the acceptance of one of the following recognised proxy qualifications.

For Communication:

- a. GCSE or iGCSE qualification in English language or literature to at least grade G (Level 1 equivalent); or
- b. O Level qualification in English language or literature to at least grade E; or
- c. A/AS Level qualification in English language or literature to at least grade E; or
- d. SCQF Level 4 – Communication Core Skills (Oral communication and written communication); or
- e. SQA National 4 English; or
- f. Functional Skills or Key Skills literacy qualifications in English provided the proxy qualification(s) attained are at Level 1 or above.

For Application of Number:

- a. GCSE or iGCSE qualification in Mathematics to at least grade G (Level 1 equivalent); or
- b. O Level qualification in Mathematics to at least grade E; or
- c. A/AS Level qualification in Mathematics to at least grade E; or
- d. SCQF Level 4 – Numeracy Core Skill (Graphical Information and using number); or
- e. SQA National 4 Mathematics; or
- f. Functional Skills or Key Skills numeracy qualifications in Mathematics provided the proxy qualification(s) attained are at Level 1 or above.

**Apprenticeships (Level 3):** Where Essential Skills qualifications are specified in an apprenticeship framework (Level 3), the apprenticeship framework must specify as a Welsh certificate requirement, the acceptance of one of the following recognised proxy qualifications.

For Communication:

- a. GCSE or iGCSE qualification in English language or literature to at least grade C (Level 2 equivalent); or
- b. O Level Qualification in English language or literature to at least grade C; or
- c. A/AS Level qualification in English or literature to at least grade E; or
- d. SCQF Level 5 – Communication Core Skills (Oral communication and written communication); or
- e. SQA National 5 English; or
- f. Functional Skills or Key Skills literacy qualifications in English provided the proxy qualification(s) attained is at Level 2 or above.

For Application of Number:

- a. GCSE or iGCSE qualification in Mathematics to at least grade C (Level 2 equivalent); or
- b. O Level Qualification in Mathematics to at least grade C; or
- c. A/AS Level qualification in Mathematics to at least grade E; or
- d. SCQF Level 5 – Numeracy Core Skill (Graphical information and using number); or
- e. SQA National 5 Mathematics; or
- f. Functional Skills or Key Skills numeracy qualifications in Mathematics provided the proxy qualification(s) attained are at Level 2 or above.

**Higher Apprenticeships (Levels 4-7):** Essential Skills requirements are as for an apprenticeship frameworks at Level 3.

# CHANGES TO REQUIREMENTS FOR APPRENTICESHIP STARTS FROM 14TH OCTOBER 2016

## **Employer Rights and Responsibilities (ERR)**

The final modification to SASW is to Employer Rights and Responsibilities (ERR) which is no longer compulsory in frameworks. Please refer to the Employer Rights and Responsibilities section within the framework document to confirm specific requirements.

## **Additional Information**

It should be noted that SASW has also been modified to reflect existing improvements to Essential Skills Wales Qualifications. These improvements to ESW qualifications were signalled by the revised names:

- Essential Skills Wales Communication is now Essential Communication Skills (still 6 credits in size)
- Essential Skills Wales Application of Number Skills is now Essential Application of Number Skills (still 6 credits in size)
- Essential Skills Wales Information Communication Technology Skills is now Essential Digital Literacy Skills (still 6 credits in size)

Whilst there have been some amendments to the content of ESW qualifications, the most significant change has been to the assessment methodology for these qualifications.

From 1 January 2016, all new starts have had to follow the revised Essential Skill qualifications.

The updated version of SASW, and guidance documents, can be accessed here:

**<http://gov.wales/topics/educationandskills/skillsandtraining/apprenticeships/providers/?lang=en&dgd>**

Over the coming months, the Essential Skills section within AFO will be amended to reflect the SASW modifications and all current frameworks will be updated and reissued to incorporate these changes. In the meantime, if you are in any doubt as to the requirements of any framework then please contact the relevant Issuing Authority.

# Sales & Telesales (Wales)

## Contents

Framework summary .....	5
Framework information .....	6
Contact information .....	7
Revising a framework .....	8
Purpose of the framework .....	9
Entry conditions .....	11
Level 2: Foundation Apprenticeship in Sales & Telesales .....	13
Pathway 1: Sales & Telesales .....	14
Level 3: Apprenticeship in Sales & Telesales .....	22
Pathway 1: Sales & Telesales .....	23
Equality and diversity .....	31
On and off the job training .....	33
Wider key skills .....	38
Additional employer requirements .....	39

# Framework summary

## Sales & Telesales

### Foundation Apprenticeship in Sales & Telesales

#### Pathways for this framework at level 2 include:

##### Pathway 1: Sales & Telesales

**Competence qualifications available to this pathway:**

C1 - Level 2 NVQ Certificate in Sales

**Knowledge qualifications available to this pathway:**

K1 - Level 2 Certificate in Principles of Sales

K2 - Level 2 Certificate In Principles of Selling

**Combined qualifications available to this pathway:**

N/A

**This pathway also contains information on:**

- Employee rights and responsibilities
- Essential skills

## Sales & Telesales

### Apprenticeship in Sales & Telesales

#### Pathways for this framework at level 3 include:

##### Pathway 1: Sales & Telesales

**Competence qualifications available to this pathway:**

C1 - Level 3 NVQ Diploma in Sales

**Knowledge qualifications available to this pathway:**

K1 - Level 3 Certificate in Principles of Sales

**Combined qualifications available to this pathway:**

N/A

**This pathway also contains information on:**

- Employee rights and responsibilities
- Essential skills

# Framework information

## Information on the Publishing Authority for this framework:

### Instructus

The Apprenticeship sector for occupations in air conditioning, building services engineering, business and administration, cleaning, customer service, electro technical, electrical and electronic servicing, enterprise and business support, facilities management, heating and ventilating, housing, human resources and recruitment, industrial relations, leadership and management, marketing and sales (also includes contact centres and third sector), plumbing, property and refrigeration.

Issue number: 10	<b>This framework includes:</b>
Framework ID: FR03862	Level 2 Level 3
Date this framework is to be reviewed by: 31/07/2017	<b>This framework is for use in: Wales</b>

## Short description

This framework is designed to meet the skills needs of employers of all sizes across the public, private and not-for-profit sectors in Wales. It will attract new talent into Sales & Telesales and will help to up skill the workforce to meet employer skills priorities. Foundation apprentices will work in job roles such as trainee sales advisors, sales consultants or sales executives. Apprentices will work in job roles such as sales/telesales team leaders, sales/telesales supervisors or customer relationship managers.

# Contact information

## Proposer of this framework

This framework is published by Skills CFA.

### Developer of this framework

Name: Anthea Hollist  
Organisation: Skills CFA  
Organisation type: Standard Setting Body  
Job title: Senior Project Manager  
Phone: 020 7091 9620  
Email: [apprenticeships@skillscfa.org](mailto:apprenticeships@skillscfa.org)  
Postal address: Skills CFA  
Unit 110 Print Rooms  
164 - 180 Union Street  
London  
SE1 0LH  
Website: [www.skillscfa.org](http://www.skillscfa.org)

### Issuing Authority's contact details

Issued by: Instructus  
Issuer contact name: Damian Brown  
Issuer phone: 020 7091 9620  
Issuer email: [apprenticeships@skillscfa.org](mailto:apprenticeships@skillscfa.org)

# Revising a framework

## Contact details

Who is making this revision: Marina Popova  
Your organisation: Skills CFA  
Your email address: apprenticeships@skillscfa.org

## Why this framework is being revised

This framework was revised by Skills CFA in May 2016 in order to add qualifications to the framework.

## Summary of changes made to this framework

This framework was revised by Skills CFA in May 2016 in order to:

- add new qualifications to the framework

## Qualifications removed

N/A

## Qualifications added

### Intermediate level:

- TQUK Level 2 NVQ Certificate in Sales (RQF) (601/7760/3)
- TQUK Level 2 Certificate in Principles of Sales (RQF) (601/7759/7)

### Advanced Level:

- TQUK Level 3 NVQ Diploma in Sales (RQF) (601/8832/7)
- TQUK Level 3 Certificate in Principles of Sales (RQF) (601/7762/7)

## Qualifications that have been extended

N/A



# Purpose of this framework

## Summary of the purpose of the framework

The Sales & Telesales workforce is one of the largest professional groups in Wales today, employing around 89,000 people in Wales. In addition, there are many more non-specialists for whom selling is an essential part of their job role – particularly within small and medium sized enterprises.

Sales & Telesales employers have indicated that within the profession there is a need to:

- develop recognised entry routes into the Sales & Telesales profession
- develop programmes to ensure that entrants are equipped with the skills and knowledge necessary for today's sophisticated Sales & Telesales environment
- promote the use of qualifications to update skills and build the professional status of Sales & Telesales as a career, as a means of raising the professionalism of Sales & Telesales
- widen the availability of accredited training to meet the challenges of international competition and increase employee retention
- address the skills needed by future sales professionals, including strategic account management, commercial/business awareness and business development skills, as well as the soft skills of time management, IT and communication, including negotiating and influencing skills
- capitalise on advances in technology for telesales to offer a cost effective way of reaching customers
- make the profession attractive to both those considering it as a career, and for those already within it, with clear opportunities for development and progression routes
- address the lack of 'career sales people' caused by graduate entry into business to business sales who then move on quickly, by increasing the skills and attractiveness of non-graduate sales people who are more likely to stay in the profession in the long term
- develop staff with the skills required rather than relying on recruiting qualified and experienced sales professionals from outside the UK.

Whilst many Sales & Telesales employers provide in-house training for their staff, traditionally there has not been a requirement for accredited qualifications amongst sales professionals, either for entry into or for progression within the profession.

This framework is designed to meet the needs outlined above for employers of all sizes across the public, private and not-for-profit sectors. It will attract new talent into Sales & Telesales and will help to up skill the workforce to meet employer skills priorities.

Foundation apprentices are likely to work in job roles such as trainee sales advisors, sales consultants or sales executives. Apprentices will work in job roles such as sales/telesales team

leaders, sales/telesales supervisors or customer relationship managers.

Tasks undertaken by apprentices will vary depending on the level and sector in which they are employed. Tasks may include selling face-to-face or by telephone, processing sales orders, supporting customers in obtaining finance for purchases, generating and qualifying sales leads, meeting after sales needs, making presentations, supervising sales or telesales staff, negotiating and closing sales, obtaining, analysing sales & competitor data, pricing for sales promotions, developing sales & customer service plans, assessing credit status of customers, contributing to the development and launch of new products and building and retaining sales relationships.

## **Aims and objectives of this framework (Wales)**

To provide employers of all sizes and across all sectors in Wales 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.

The main objectives are to:

1. Build a competent workforce in Wales, providing organisations of all sizes across all sectors with the staff needed to increase productivity and efficiency
2. Tap into the skills and talents of a diverse population by providing flexible entry routes into a career in Sales & Telesales
3. Equip individuals with the skills, knowledge and experience needed to undertake Sales & Telesales roles in a range of business settings
4. Provide apprentices with an opportunity to develop the skills, knowledge and experience they will need to progress to higher level roles with additional responsibilities and onto further and higher education, if they wish to do so.

# Entry conditions for this framework

There are no mandatory entry requirements for this Apprenticeship framework. However employers are looking to attract apprentices who have a strong interest in working in Sales or Telesales and who enjoy communicating with customers. They expect applicants to demonstrate a "can do" attitude and have basic numeracy, literacy and communication skills on which the Apprenticeship will build. Some Sales & Telesales roles require shift working, whilst others require significant amounts of travel.

Entrants will come from a diverse range of backgrounds and will have a range of experience, age, personal achievements and, in some cases, prior qualifications and awards which may count towards achievement of an Apprenticeship. Examples may include learners who have:

- held a position of responsibility at school or college
- undertaken work experience, voluntary work or a work placement
- completed the Duke of Edinburgh Award or similar award
- achieved QCF Awards, Certificates or Diplomas
- achieved a Welsh Baccalaureate Principal Learning Qualification
- achieved GCSEs or A levels.

Apprentices who are undertaking the Sales & Telesales Apprenticeship are likely to have some prior experience in a sales role, although this is not a formal requirement.

## RULES TO AVOID REPEATING QUALIFICATIONS

Refer to the on and off the job training section for guidance about prior attainment and achievement. In the meantime, this is a short summary:

Processes exist to make sure that applicants with prior knowledge, qualifications and experience are not disadvantaged by having to repeat learning. Training providers and awarding organisations will be able to advise on the current rules for accrediting prior learning and recognising prior experience.

### 1. Essential Skills Wales.

- If applicants already have GCSEs in English, Maths and/or Information and Communications Technology (ICT) they still have to do the Essential Skills Wales at the relevant level as these are new qualifications and proxies do not exist
- Key Skills qualifications can be accepted as alternatives to Essential Skills Wales qualifications, providing the Key Skills Certificate(s) attained are at the same level(s) as those specified for the Essential Skills Wales qualifications
- Essential Skills Wales (ESW) qualifications achieved as part of the Welsh Baccalaureate

Qualification (WBQ) can be accepted. However, when applying for an apprenticeship completion certificate, the WBQ certificate must clearly state the title(s) and level(s) of the ESW achieved, as the Welsh Baccalaureate certificate does not provide this specific evidence

## 2. Knowledge qualifications.

- If applicants already have one of the Level 2 knowledge qualifications before they started their Apprenticeship, (see knowledge qualifications page in this framework) they can count this and do not have to redo the qualification, providing that they have achieved this qualification within 5 years of applying for the Apprenticeship certificate. For example, they may have already achieved the knowledge element as part of the Welsh Baccalaureate. The hours they spent gaining this qualification will also count towards the minimum hours required for this framework

## 3. Competence qualifications.

- If applicants already have the Level 2 competence qualification for the Apprenticeship they do not have to repeat this qualification, however, this qualification must have been achieved within 5 years of the start of the Apprenticeship and they will still have to demonstrate competence in the workplace

## 4. Prior experience.

- Applicants already working in the sector will be able to have their prior experience recognised by the Awarding Organisation and this will count towards the competence and the knowledge qualifications in this framework

## Initial Assessment

Initial assessment must be used to ensure that applicants have a fair opportunity to demonstrate their ability. Learning programmes can then be tailored to meet a range of abilities and to recognise prior knowledge and experience.

## Level 2

Title for this framework at level 2

# Foundation Apprenticeship in Sales & Telesales

### Pathways for this framework at level 2

Pathway 1:      Sales & Telesales

## Level 2, Pathway 1: Sales & Telesales

### Description of this pathway

Sales & Telesales - Minimum of **52** credits

This Includes a minimum of:

- Competence qualification - 22 credits
- Knowledge qualification - 18 credits
- Essential Skills (Wales) Communication and Application of Numbers - 12 credits

### Entry requirements for this pathway in addition to the framework entry requirements

There are no entry requirements for this pathway in addition to the general framework entry requirements.

Job title(s)	Job role(s)
Trainee Sales Adviser	Selling face-to-face or on the telephone, processing sales orders, supporting customers in obtaining finance for purchases, generating and qualifying sales leads, meeting after sales needs, making presentations and inputting and analysing sales data and competitor analysis
Telesales operator	Building rapport with customers, describing product and service benefits, negotiating and closing sales, gathering customer information, maintaining databases and processing orders
Junior Sales Executive	Presenting products and services to customers, discussing customer requirements, maintaining knowledge of products/services, negotiating and closing sales, developing and maintaining relationships, obtaining sales information, complying with legal requirements and reviewing own sales performance

# Qualifications

## Competence qualifications available to this pathway

C1 - Level 2 NVQ Certificate in Sales					
No.	Ref no.	Awarding organisation	Credit value	Guided learning hours	UCAS points value
C1a	600/1336/9	Active IQ	22	124-167	N/A
C1b	600/0930/5	City and Guilds of London Institute	22	124-167	N/A
C1c	600/1159/2	Pearson Education Ltd. (formerly Edexcel)	22	124-167	N/A
C1d	600/1154/3	Skillsfirst Awards Ltd	22	124-167	N/A
C1e	600/1901/3	Lifetime Awarding	22	124-167	N/A
C1f	600/2722/8	Pearson EDI	22	124-167	N/A
C1g	600/3721/0	Future (Awards and Qualifications) Ltd	22	124-167	N/A
C1h	600/7152/7	Institute of Sales and Marketing Management	22	124-167	N/A
C1i	601/1419/8	Excellence, Achievement & Learning Limited	22	124-167	N/A
C1j	601/3444/6	Pro Qual Awarding Body	22	124-167	N/A
C1k	601/6782/8	BIIAB	22	124-167	N/A
C1l	601/7760/3	TQUK	22	124-167	N/A



## Knowledge qualifications available to this pathway

K1 - Level 2 Certificate in Principles of Sales					
No.	Ref no.	Awarding organisation	Credit value	Guided learning hours	UCAS points value
K1a	600/1262/6	Active IQ	18	131-156	N/A
K1b	600/0661/4	City and Guilds of London Institute	18	131-156	N/A
K1c	600/1237/7	Pearson Education Ltd. (formerly Edexcel)	18	131-156	N/A
K1d	600/1171/3	Skillsfirst	18	131-156	N/A
K1e	600/1920/7	Lifetime Awarding	18	131-156	N/A
K1f	600/3073/2	Pearson EDI	18	131-156	N/A
K1g	600/4416/0	Future (Awards and Qualifications) Ltd	18	131-156	N/A
K1h	601/0552/5	Excellence, Achievement & Learning Limited	18	131-156	N/A
K1i	601/3446/X	Pro Qual Awarding Body	18	131-156	N/A
K1j	601/6778/6	BIIAB	18	131-156	N/A
K1k	601/7759/7	TQUK	18	131-156	N/A

K2 - Level 2 Certificate In Principles of Selling					
No.	Ref no.	Awarding organisation	Credit value	Guided learning hours	UCAS points value
K2a	600/2053/2	Institute of Sales and Marketing Management	18	138	N/A

## Combined qualifications available to this pathway

N/A

## Relationship between competence and knowledge qualifications

Apprentices must complete one competence qualification and one knowledge qualification from those listed within this pathway.

The Sales qualifications contained within this pathway provide apprentices with knowledge and competence covering both sales and telesales. The qualifications are suitable for learners operating in either a sales role or a telesales role due to the flexibility of the units available in each qualification.

K1a - K1i and K2 provide the underpinning knowledge and understanding for the competence qualifications C1a-C1j.

Learners are free to undertake the competence qualification with one awarding organisation and the knowledge qualification with another awarding organisation if they wish to do so.

# Transferable skills (Wales)

## Essential skills (Wales)

	Minimum level	Credit value
Communication	Level 1	6
Application of numbers	Level 1	6
IT	N/A	N/A

## Progression routes into and from this pathway

### Progression into the Sales & Telesales Foundation Apprenticeship

Progression into this Foundation Apprenticeship may be from a wide number of routes due to the varying backgrounds and past academic and work related experiences of apprentices. Such routes will include having:

- achieved QCF Awards, Certificates or Diplomas, either in Sales or Telesales related areas or in sector specific areas
- achieved a Welsh Baccalaureate, including any of the Principal Learning Qualifications at foundation and higher level
- achieved GCSEs or A levels.

Learners may also progress into the Foundation Apprenticeship without prior qualifications.

### Progression from the Sales & Telesales Foundation Apprenticeship

Foundation apprentices, with support and opportunities in the workplace, can progress onto:

- the Level 3 Apprenticeship in Sales & Telesales
- other Level 3 Apprenticeships such as Customer Service or Management
- the Welsh Baccalaureate , including one of the Principal Learning Qualifications in a range of related sectors, such as Business, Administration and Finance, Information Technology, Public Services and Retail Business
- further education to undertake sales related or other qualifications.

With additional training, Foundation apprentices may be able to progress in their careers to roles such as senior sales representative, senior telesales agent, sales manager, area manager, customer retention manager or customer service manager for sales.



# Employee rights and responsibilities

Employee rights and responsibilities are embedded within the Level 2 Certificate in Principles of Sales, which automatically covers the key Employee Rights and Responsibilities, as follows:

1. Knows and understands the range of employer and employee statutory rights and responsibilities under Employment Law and that employment rights can be affected by other legislation as well. This should cover the apprentice's rights and responsibilities under the Disability Discrimination Act, other relevant equalities legislation and Health & Safety, together with the responsibilities and duties of employers
2. Knows and understands the procedures and documentation in their organisation which recognise and protect their relationship with their employer. Health & Safety and Equality & Diversity training must be an integral part of the apprentice's learning programme
3. Knows and understands the range of sources of information and advice available to them on their employment rights and responsibilities. Details of Access to Work and Additional Learning Support must be included in the programme
4. Understands the role played by their occupation within their organisation and industry
5. Has an informed view of the types of career pathways that are open to them
6. Knows the types of representative bodies and understands their relevance to their industry and organisation, and their main roles and responsibilities
7. Knows where and how to get information and advice on their industry, occupation, training and career
8. Can describe and work within their organisation's principles and codes of practice
9. Recognises and can form a view on issues of public concern that affect their organisation and industry

Learners may also choose to undertake the Skills CFA ERR workbook, available from the Skills CFA website ([www.skillscfa.org](http://www.skillscfa.org)), although this is not a mandatory requirement within this pathway. The workbook has been designed to enable apprentices to work their way through a series of questions and activities which will bring ERR to life, making the learning more meaningful and long lasting and enhancing the employability skills of the apprentice.

## Evidence of achievement of ERR

Learners who have completed the Level 2 Certificate in Principles of Sales will have automatically covered the ERR requirements, therefore no additional evidence of achievement is needed.

## Level 3

Title for this framework at level 3

# Apprenticeship in Sales & Telesales

### Pathways for this framework at level 3

Pathway 1: Sales & Telesales

## Level 3, Pathway 1: Sales & Telesales

### Description of this pathway

Sales & Telesales - A minimum of **65** credits

This Includes a minimum of:

- Competence qualification - 37 credits
- Knowledge qualification - 16 credits
- Essential Skills (Wales) Communication and Application of Numbers - 12 credits

### Entry requirements for this pathway in addition to the framework entry requirements

There are no entry requirements for this pathway in addition to the general framework entry requirements.

However, it is likely that apprentices will have some prior experience in a sales or telesales role to allow them to complete the Apprenticeship, although this is not a formal requirement.

Job title(s)	Job role(s)
Sales consultant / supervisor	Supervising sales staff, negotiating & closing sales, analysing sales & competitor data, pricing for promotions, sales & customer service planning, assessing credit status of customers, contributing to the development and launch of new products and building and retaining sales relationships
Sales Manager	Supporting the organisation through tasks such as recruiting and supporting sales staff, managing team performance, setting budgets/targets, building relationships with customers, maintaining knowledge of company's products and services and maintaining awareness of competitors
Telesales professional	Prioritising personal sales activities and prospective new clients via the telephone, developing the client base of the business, motivating team members, updating telesales forecasts and targets, handling problems and providing excellent customer service to customers
Salesperson	Negotiating, handling objections and closing sales, selling at exhibitions, meeting customers after sales needs, developing sales proposals and developing and implementing sales call plans



# Qualifications

## Competence qualifications available to this pathway

C1 - Level 3 NVQ Diploma in Sales					
No.	Ref no.	Awarding organisation	Credit value	Guided learning hours	UCAS points value
C1a	600/1265/1	Active IQ	37	210-271	N/A
C1b	600/0927/5	City and Guilds of London Institute	37	210-271	N/A
C1c	600/1236/5	Pearson Education Ltd. (formerly Edexcel)	37	210-271	N/A
C1d	600/1155/5	Skillsfirst	37	210-271	N/A
C1e	600/1909/8	Lifetime Awarding	37	210-271	N/A
C1f	600/2721/6	Pearson EDI	37	210-271	N/A
C1g	600/3720/9	Future (Awards and Qualifications) Ltd	37	210-271	N/A
C1h	600/6926/0	Institute of Sales and Marketing Management	37	210-271	N/A
C1i	601/3445/8	Pro Qual Awarding Body	37	210-271	N/A
C1j	601/6785/3	BIIAB	37	210-271	N/A
C1k	601/8832/7	TQUK	37	210-271	N/A

## Knowledge qualifications available to this pathway

K1 - Level 3 Certificate in Principles of Sales					
No.	Ref no.	Awarding organisation	Credit value	Guided learning hours	UCAS points value
K1a	600/1264/X	Active IQ	16	119-141	N/A
K1b	600/0667/5	City and Guilds of London Institute	16	119-141	N/A
K1c	600/1337/0	Pearson Education Ltd. (formerly Edexcel)	16	119-141	N/A
K1d	600/1170/1	Skillsfirst	16	119-141	N/A
K1e	600/1936/0	Lifetime Awarding	16	119-141	N/A
K1f	600/3074/4	Pearson EDI	16	119-141	N/A
K1g	600/4255/2	Future (Awards and Qualifications) Ltd	16	119-141	N/A
K1h	600/6924/7	Institute of Sales and Marketing Management	16	119-141	N/A
K1i	601/3443/4	Pro Qual Awarding Body	16	119-141	N/A
K1j	601/6783/X	BIIAB	16	119-141	N/A
K1k	601/7762/7	TQUK	16	119-141	N/A

## Combined qualifications available to this pathway

N/A

## Relationship between competence and knowledge qualifications

Apprentices must complete one competence qualification and one knowledge qualification from those listed within this pathway.

The Sales qualifications contained within this pathway provide apprentices with knowledge and competence covering both sales and telesales. The qualifications are suitable for learners operating in either a sales role or a telesales role due to the flexibility of the units available in each qualification.

K1a - K1i provide the underpinning knowledge and understanding for qualifications C1a - C1i.

Learners are free to undertake the competence qualification with one awarding organisation and the knowledge qualification with another awarding organisation if they wish to do so.

# Transferable skills (Wales)

## Essential skills (Wales)

	Minimum level	Credit value
Communication	Level 2	6
Application of numbers	Level 2	6
IT	N/A	N/A

## Progression routes into and from this pathway

### Progression into the Sales & Telesales Apprenticeship

Progression into this Apprenticeship may be from a wide number of routes due to the varying backgrounds and past academic and work related experiences of apprentices. Such routes will include having:

- undertaken a Level 2 Foundation Apprenticeship in Sales & Telesales
- undertaken other Level 2 Foundation Apprenticeships, such as customer service or marketing
- achieved QCF Awards, Certificates or Diplomas
- achieved a Welsh Baccalaureate Principal Learning Qualification at Foundation or Higher level
- achieved GCSEs or A levels.

Learners may also progress into the Apprenticeship without prior qualifications.

Most learners progressing into the Sales & Telesales Apprenticeship have some prior experience in a sales or telesales job role, although this is not a formal requirement. Learners who do not have any prior experience in a sales or telesales job role may be better suited to the Sales & Telesales Foundation Apprenticeship, although all individuals should be judged on their own merits, experiences and capabilities.

### Progression from the Apprenticeship in Sales & Telesales

Apprentices, with support and opportunities in the workplace, can progress onto:

- the Level 4 Higher Apprenticeship in Business & Professional Administration
- the Level 5 Higher Apprenticeship in Leadership & Management
- further or higher education to undertake sales related or other qualifications, including

#### Foundation degrees

- a range of Sales Management undergraduate programmes
- a range of Sales Professional Qualifications at level 4 and above.

With additional training, apprentices may be able to progress in their careers to roles including regional sales manager, senior sales representative, national account controller, export manager, international sales manager, or sales director.

**UCAS points for this pathway: N/A**

# Employee rights and responsibilities

Employee rights and responsibilities are embedded within the Level 3 Certificate in Principles of Sales, which automatically covers the key Employee Rights and Responsibilities, as follows:

1. Knows and understands the range of employer and employee statutory rights and responsibilities under Employment Law and that employment rights can be affected by other legislation as well. This should cover the apprentice's rights and responsibilities under the Disability Discrimination Act, other relevant equalities legislation and Health & Safety, together with the responsibilities and duties of employers
2. Knows and understands the procedures and documentation in their organisation which recognise and protect their relationship with their employer. Health & Safety and Equality & Diversity training must be an integral part of the apprentice's learning programme
3. Knows and understands the range of sources of information and advice available to them on their employment rights and responsibilities. Details of Access to Work and Additional Learning Support must be included in the programme
4. Understands the role played by their occupation within their organisation and industry
5. Has an informed view of the types of career pathways that are open to them
6. Knows the types of representative bodies and understands their relevance to their industry and organisation, and their main roles and responsibilities
7. Knows where and how to get information and advice on their industry, occupation, training and career
8. Can describe and work within their organisation's principles and codes of practice
9. Recognises and can form a view on issues of public concern that affect their organisation and industry

Learners may also choose to undertake the Skills CFA ERR workbook, available from the Skills CFA website ([www.skillsfcfa.org](http://www.skillsfcfa.org)), although this is not a mandatory requirement within this pathway. The workbook has been designed to enable apprentices to work their way through a series of questions and activities which will bring ERR to life, making the learning more meaningful and long lasting and enhancing the employability skills of the apprentice.

## Evidence of achievement of ERR

Learners who have completed the Level 3 Certificate in Principles of Sales will have automatically covered the ERR requirements, therefore no additional evidence of achievement is needed.

*The remaining sections apply to all levels and pathways within this framework.*

## How equality and diversity will be met

According to National Statistics data, approximately 60% of the Sales & Telesales workforce is female, although this figure varies considerably depending upon which sector of the economy and job level is being considered. The workforce is heavily dominated by younger workers, although again, at higher levels the age profile of the workforce changes considerably, as one would expect.

The ethnicity of the Sales & Telesales workforce is relatively reflective of the UK population as a whole, with around 10% of the workforce being from Black and Minority Ethnic backgrounds.

The workforce is evenly split between those working in full-time roles and those in part-time roles, which may be a factor in explaining the high proportion of female Sales & Telesales professionals. Research suggests that part-time roles across all industries tend to be relatively favoured (on aggregate) by female members of the workforce.

There is no data available on the proportion of the Sales workforce that has a disability or learning difficulty.

Research suggests that the age imbalance within the industry is caused by a number of factors, including:

- a perception that the sector favours younger workers, with a lack of clear progression routes and opportunities allowing long term career development
- a lack of 'career' sales people, likely caused by graduate entry into the profession, with graduates remaining in the profession for a short period of time only.

The development of this Apprenticeship framework aims to mitigate these potential factors by developing an open, clear and fit-for-purpose Apprenticeship framework that provides a non-graduate entry route into the profession and supports recognised progression routes through the profession.

As the UK workforce and customer base becomes more diverse, Sales & Telesales needs to reflect that diversity and manage it effectively. This requires not only sensitivity to issues such as ethnicity, culture, gender and disability, but an awareness of the potential for different and more creative approaches that diversity in general brings.

Apprenticeships are seen as a vital route to encourage and facilitate a diverse set of individuals entering into Sales & Telesales. Entry conditions into this framework do not discriminate against any individuals, with the framework being open and accessible to all potential apprentices. Mentoring is also promoted within the Apprenticeship to provide additional

support and increase the chances of apprentices completing the framework. Training providers and employers must also comply with the Equality Act 2010

( <http://www.equalityhumanrights.com/advice-and-guidance/new-equality-act-guidance/> ) to ensure that applicants are not discriminated against in terms of entry to and promotion within, the Industry, using the protected characteristics of:

- Age
- Disability
- Gender reassignment
- Marriage and civil partnership
- Pregnancy and maternity
- Race
- Religion or Belief
- Gender
- Sexual orientation

Skills CFA will monitor take-up and achievement of all apprenticeships and take steps to address any barriers to take-up and achievement.



# On and off the job training (Wales)

## Summary of on- and off-the-job training

Training time for the Sales & Telesales Apprenticeship programmes is split into on the job training hours and off the job training hours, as described below.

**Total on the job and off the job training hours are as follows:**

- Level 2 Sales & Telesales - 438 hours
- Level 3 Sales & Telesales - 478 hours

## Off-the-job training

### Level 2 Sales & Telesales Foundation Apprenticeship

The total off-the-job training for the Sales & Telesales Foundation Apprenticeship is 158 hours, made up as follows:

- 40 hours for Essential Skills Wales (20 hours per Skill)
- 79 hours (minimum) for the knowledge based qualification
- 15 hours for activities including inductions and the ERR national outcomes
- 24 hours of off-the-job coaching and mentoring to support the apprentice.

### Level 3 Sales & Telesales Apprenticeship

The total off-the-job training for the Sales & Telesales Apprenticeship is 150 hours, made up as follows:

- 40 hours for Essential Skills Wales (20 hours per Skill)
- 71 hours (minimum) for the knowledge based qualification
- 15 hours for activities including inductions and the ERR national outcomes
- 24 hours of off-the-job coaching and mentoring to support the apprentice.

## How this requirement will be met

Training hours delivered under an Apprenticeship agreement may vary depending on the previous experience and attainment of the apprentice.

The amount of off-the-job training required to complete the Apprenticeship under the Apprenticeship agreement may then be reduced accordingly, provided the total number of

off-the-job hours for this framework can be verified for Apprenticeship certification.

### **Previous attainment**

Where a learner enters an Apprenticeship agreement having previously attained parts or all of the relevant qualifications, this prior learning needs to be recognised using either QCF credit transfer for achievements within the QCF; or through recording certificated learning outside of the QCF, for example Principal Learning qualifications.

For apprentices who have already achieved the relevant qualifications, they must have been certificated within five years of applying for the Apprenticeship Certificate.

### **Previous experience**

Where a learner enters an Apprenticeship agreement with previous work-related experience, this prior learning needs to be recognised [see QCF Guidance on Claiming Credit for further details]. To count towards Apprenticeship certification, previous experience must be recorded using the appropriate Awarding Organisation's CQFW 'Recognition of Prior Learning' (RPL) procedures and the hours recorded may then count towards the off-the-job hours required to complete the Apprenticeship.

For apprentices with prior uncertificated learning experience, the off-the-job learning must have been acquired within five years of application for the Apprenticeship Certificate or have been continuously employed in the relevant job role in the industry for three years duration.

Off-the-job training hours refers to the time taken to develop the technical skills and to develop knowledge of theoretical concepts across a range of contexts. It can be seen as time away from "the immediate pressures of the job", and may include all of the following (non-exclusive) activities:

- Individual and Group teaching
- Coaching
- Distance learning
- e-learning
- Feedback and Assessment
- Guided Study
- Learning with peers/networked or collaborative learning
- Mentoring.

### **Off-the-job training needs to:**

- be planned, reviewed and evaluated jointly between the apprentice and a tutor, teacher, mentor or manager;
- allow access as and when required by the apprentice either to a tutor, teacher, mentor or manager;
- be delivered during contracted working hours;

- be delivered through one or more of the following methods: individual and group teaching, e-learning, distance learning, coaching; mentoring, feedback and assessment; collaborative/networked learning with peers, guided study and induction;
- be characterised by formal or planned taught sessions delivered predominantly by qualified training staff.

Off-the-job training must be formally recorded, either in a diary, workbook, portfolio, or be verified by attendance records. This evidence needs to be checked and signed by the assessor and employer.

### **Evidence of off-the-job training hours**

The Apprenticeship Certificate Claim Form must be completed by the learner and employer or training provider, stating that the minimum required levels of on an off the job training, as set out in the apprenticeship framework document, have been met.

Please see the Skills CFA website for the relevant documents and for further information ([www.skillscfa.org](http://www.skillscfa.org))

The training hours attached to the Essential Skills Wales and the knowledge qualifications are split between off-the-job and on-the-job training hours. The expectation is that Apprentices will undertake some learning off-the-job to achieve the underpinning knowledge attached to each qualification, supported by on-the-job learning to embed this knowledge and practice its application whilst learning on the job.

## **On-the-job training**

### **Level 2 Sales & Telesales Foundation Apprenticeship**

The total on-the-job training for the Sales & Telesales Foundation Apprenticeship is 280 hours, made up as follows:

- 80 hours for Essential Skills Wales (40 hours per Skill)
- 124 hours (minimum) for the competence based qualification
- 52 hours (minimum) for the knowledge based qualification
- 24 hours of on-the-job coaching and mentoring to support the apprentice.

### **Level 3 Sales & Telesales Advanced Apprenticeship**

The total on-the-job training for the Sales & Telesales Apprenticeship is 328 hours, made up as follows:

- 80 hours for Essential Skills Wales (40 hours per Skill)
- 176 hours (minimum) for the competence based qualification
- 48 hours (minimum) for the knowledge based qualification

- 24 hours of on-the-job coaching and mentoring to support the apprentice.

## How this requirement will be met

On-the job training is defined as skills, knowledge and competence gained within normal work duties.

These hours may vary depending on previous experience and attainment of the apprentice. Where a learner enters an Apprenticeship agreement having previously attained or acquired the appropriate competencies or knowledge, this prior learning needs to be recognised and documented using the relevant QCF credit transfer, QCF exemption or RPL procedures (as off-the-job above). The amount of on-the-job training required to complete the Apprenticeship under the Apprenticeship agreement may then be reduced accordingly, provided the total number of on-the-job hours for this framework can be verified for Apprenticeship certification.

Apprentices who commence training under a new Apprenticeship agreement with a new employer may bring a range of prior experience with them. When an apprentice can claim 25% or more hours towards the on-the-job framework total through prior learning acquired from previous full-time education, employment or other vocational programmes, then the apprentice's learning programme should include 'customisation'.

Training providers are encouraged to identify additional on-the-job training programmes that customise the learning to the new workplace. Customisation programmes may include:

- selecting appropriate additional Unit(s) from QCF qualifications, or relevant units recognised as Quality Assured Lifelong Learning [QALL] through a CQFW recognised body
- following Essential Skills at a level higher than that specified in the framework
- including one or more Wider Key Skills or other competency-based qualifications/units relevant to the workplace.

For apprentices who have already achieved the relevant qualifications, they must have been certificated within 5 years from the date of application for the Foundation Apprenticeship/Apprenticeship Certificate or have been continuously employed in the industry for three years. Job roles within Sales & Telesales require a thorough level of technical competence and knowledge, which will be undertaken through work-based training, practice and experience.

### On-the-job training needs to:

- be planned, reviewed and evaluated jointly between the apprentice and a tutor, teacher, mentor or manager;
- allow access as and when required by the apprentice either to a tutor, teacher, mentor or manager;
- be delivered during contracted working hours;

- be delivered through one or more of the following methods: individual and group teaching, e-learning, distance learning, coaching; mentoring, feedback and assessment; collaborative/networked learning with peers, guided study and induction;
- enable the apprentice to demonstrate practical job-related skills and provide the apprentice with opportunities to practise and apply these in the context of the job.

On-the-job learning must be formally recorded, either in a diary, workbook, portfolio, or be verified by attendance records. This evidence needs to be checked and signed by the learner and assessor.

### **Evidence of on-the-job training hours**

The Apprenticeship Certificate Claim Form must be completed by the learner and employer or training provider, stating that the minimum required levels of on an off the job training, as set out in the apprenticeship framework document, have been met.

Please see the Skills CFA website for the relevant documents and for further information ([www.skillsca.org](http://www.skillsca.org))

The training hours attached to the Essential Skills Wales and the knowledge qualifications are split between off-the-job and on-the-job training hours. The expectation is that Apprentices will undertake some learning off-the-job to achieve the underpinning knowledge attached to each qualification, supported by on-the-job learning to embed this knowledge and practice its application whilst learning on the job.

# Wider key skills assessment and recognition (Wales)

## Improving own learning and performance

The Wider Key Skills are already covered within the core elements of the Apprenticeship qualifications. No additional Wider Key Skills delivery is required.

## Working with others

The Wider Key Skills are already covered within the core elements of the Apprenticeship qualifications. No additional Wider Key Skills delivery is required.

## Problem solving

The Wider Key Skills are already covered within the core elements of the Apprenticeship qualifications. No additional Wider Key Skills delivery is required.

# Additional employer requirements

There are no additional employer requirements.

---

apprenticeship  
**FRAMEWORKS** ONLINE

For more information visit  
[www.afo.sscalliance.org](http://www.afo.sscalliance.org)