

Sales Development Programme

AUTHORISED  **FranklinCovey** PARTNER

A smarter approach to Apprenticeship
Training

About Us

Juice Talent Development Limited

As a Government approved independent training provider, Juice Talent Development offers apprenticeship qualifications to employers of various sizes and across multiple sectors. Our highly experienced team has successfully provided apprenticeships and qualifications to a wide array of employers in diverse industries, and strongly believe in contributing to business growth. Our focus is on assisting employers in creating bespoke apprenticeship programmes, that align effectively with their organisation's needs and values, ensuring an optimised return on investment.

Juice at a glance

- Rated "Good" by Ofsted in August 2022
- Rated as 'Excellent' by employers on the Government's Find Apprenticeship Training website, based on 107 independent reviews (February 2024)
- Currently have 3,000+ learners who are enjoying Juice's development resources
- Provide national coverage

Did you know?

- Government funded training is available to almost every type of business
- The programmes are available to new AND existing staff
- 98% of our learners are professional adults

The Juicy benefits

- Achievement in the prestigious **Level 4 Sales Executive standard**
- Successful completion of the standard meets the eligibility requirements for Sales Certification at Level 4 with the **Institute of Sales Professionals**
- Achieve a **Franklin Covey certificate** to recognise your completion of The 7 Habits of Highly Effective People
- Raise your personal brand by **enhancing** sales skills, career progression and business prospects
- A **nationally recognised** qualification at no cost to you

A photograph of a young man with short brown hair, smiling and standing with his arms crossed. He is wearing a light blue button-down shirt. The photo is semi-transparent and overlaid on the bottom right of the page.

CONTACT US

What is involved?

The Juice Sales Development programme is built on a tried and tested training platform and aims at challenging the learner to maximise their potential by improving ability, and skillset, to drive business success. Specifically, we focus on the development of skills, knowledge and behaviours across a broad range of responsibilities.

The programme will be delivered through:

- Online learning platforms
- Interactive online masterclasses
- Reading and research
- Personalised one-to-one coaching sessions

We are looking for delegates who can demonstrate a passion and commitment to participating in the programme and to achieving the right standards.

Learner requirements throughout the programme:

- To attend an online meeting with a dedicated sales development mentor on a one-to-one basis every four weeks.
- Use a variety of learning methods including self-study, e-learning, coaching and on-the-job training to develop your skills.
- Build a portfolio of evidence to demonstrate knowledge, skills, and behaviours that have been learnt.
- Commit to developing sales skills throughout the programme.
- Prepare for, and attend an End Point Assessment.

What should I know:

- The programme is funded by the Education and Skills Funding Agency using money collected from your employer under the Apprenticeship Levy scheme.
- The programme cannot be shortened due to funding rules.
- The learner must take ownership and responsibility for their own progress and success.
- If the learner is 18 or younger when they commence the programme, they must hold English and maths qualifications at grade C/4 or above in GCSE's or level 2 in functional skills.
- The learner must demonstrate that they are developing their skills for a minimum of 4.5 hours a week throughout this programme, this can be achieved by completing work set through the programme as well as ongoing development within their current role.
- The learner must be employed for 30 hours or more a week and be based in England.



Course Content

The **Juice** Sales Development Programme

During our 18-month programme, we will guide the learner through a well-planned curriculum that will progressively build knowledge, skills and behaviours and encourage development in the following subjects:

Build Skills in:

- Customer engagement
- Customer needs analysis
- Proposing Solutions
- Negotiation
- Closing Sales
- Planning & preparation
- Gathering intelligence
- Time management

Gain Knowledge of:

- Organisation
- Products
- Services
- The market
- The sector
- Digital technology
- Commercial & financial acumen

Understand Key Behaviours in:

- Ethics & integrity
- Proactivity
- Self-discipline
- Resilience
- Self-motivation
- Continuous professional development



Franklin Covey

In addition to our standard programme, we have partnered with global talent development providers Franklin Covey to offer each learner a more comprehensive learning experience, encompassing both personal and professional development. As part of this partnership, each learner will gain access to Franklin Covey's online learning portal along with the following resources:



Franklin Covey's 360 Diagnostic

A powerful tool to help learners understand the value they bring to their colleagues and areas where they may decide they want to improve. Your learners get to choose what to do with this information and, with support of their mentor, they will have the opportunity to navigate the process to uncover their most impactful opportunities.



Franklin Covey's The 7 Habits of Highly Effective People

Renowned as the world's premier personal development solution, this three-part certificated webinar aligns timeless principles of effectiveness with modern technology and practices. The content helps learners sustain lasting success by effectively leading themselves, influencing, engaging & collaborating with others, and continually improving and renewing their capabilities.

Course Content

Interactive Online Masterclasses

Mandatory **one-hour** webinars:



Signature Sales: building and boosting personal brands

Craft and elevate personal brands to stand out in the sales industry, enhancing reputation and opening new opportunities.



Client Clues: the art of listening and identifying needs in sales

Develop listening skills to effectively identify client needs, enabling the learner to tailor their sales approach for better outcomes.



Endgame Excellence: strategies and skills for sales closures

Learn the art of closing sales with strategies and skills that help seal deals confidently and consistently.

Receive **Exclusive Access** to our optional online webinars, covering a wide range of learning opportunities

Professionalism Unpacked

Shine in the Workplace:

Explore the pillars of professionalism that can help performance in any workplace environment, focusing on behaviours & mindsets that lead to success.

Stress-less Success

Navigating Pressures at Work:

Discover techniques to manage workplace stress, maintain well-being, and foster a healthy work-life balance for sustained success.

Effective Exchange

Elevate Your Communication Game:

Master the art of communication with strategies designed to improve clarity, persuasion, and impact in every conversation and correspondence.

One Team, Many Voices

Celebrating Diversity and Inclusivity:

Understand the value of diversity and how to cultivate an inclusive environment where varied perspectives are encouraged and celebrated.

Organise, Prioritise, Realise

Unlocking Productivity:

Learn how to effectively organise workloads, prioritise tasks, and achieve goals to maximise productivity and efficiency.

Solution Seekers

Navigating Decisions with Confidence:

Develop critical thinking & problem-solving skills that empower learners to make informed decisions confidently in challenging situations.

Our Juice online platform is specifically designed to support this apprenticeship:



- Self-management for leaders
- Diversity and Inclusion
- Controlling your day to get great results
- Being a sales superstar
- Getting motivated
- Being ambitious and results orientated
- Avoiding core mistakes
- The characteristics of sales superstars

What happens now?

It is time for you to **express your interest** in our programmes. We are happy to clarify any points and answer any questions you may have.

We run regular information webinars for potential learners and their managers, where we provide additional information to help them decide if the programme is suitable. If you would like to arrange attendance, please let us know.

If you decide to enrol any learners, we will commence an onboarding process that will take you through a range of steps required by the funding agency. These include collecting some personal data from learners, asking for proof of their ID, asking them to take some brief initial assessments in English and maths, and providing copies of existing English and maths qualifications.

A photograph of two men sitting at a white table, smiling and looking at each other. The man on the left is wearing a brown jacket over a grey shirt. The man on the right is wearing a blue denim jacket over a white shirt. The background is a solid teal color.

**New programmes start at the
beginning of each month**

**We look forward to
meeting you soon!**

CONTACT US