



Llywodraeth Cymru  
Welsh Government

## Apprenticeship Framework in Sales and Telesales

Framework No: FR03939 Issue: 11 Date: 26/09/2016

The content of this Framework has been agreed and published by Instructus.

### OVERVIEW:

This Framework specifies the standards and criteria for the delivery of Levels 2 & 3 training provision within the Business & Management sector. Successful completion of the provision will lead to the award of a designated/regulated qualification(s) within the sector.

The Level 2 Apprenticeship is suitable for a variety of roles, including trainee sales advisors, sales consultants or sales executives.

The Level 3 Apprenticeship is suitable for a variety of roles, including sales/telesales team leaders, sales/telesales supervisors or customer relationship managers.

### MANDATORY OUTCOMES

Achievement of these qualifications will be assessed by verification through the appropriate awarding body. Participants must complete:

- Either a competence and a knowledge qualification or a combined competence and knowledge based qualification from one of the following pathways.
- Essential Skills and the Employment Rights and Responsibilities as stated below.

#### Pathways for this Framework at level 2:

Pathway 1: Sales & Telesales

#### Pathways for this Framework at level 3:

Pathway 1: Sales & Telesales

#### Essential Skills Wales:

Level 2 Apprenticeship

Application of Number Level 1, Communication Level 1, ICT Level 1

Level 3 Apprenticeship

Application of Number Level 2, Communication Level 2, ICT Level 2

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

The appropriate underpinning knowledge and induction covering workplace Employment Rights and Responsibilities (ERR) is required.

### **FURTHER INFORMATION**

For the full and detailed content and specification for this Framework, please contact:  
**Instructus**