



Professional Sales

Youth Apprenticeship

PROFESSIONAL SALES

Professional sales youth apprentices carry out sales and sales related activities on behalf of a business. Youth apprentices determine customer needs, communicate product information, and handle sales transactions.

Length of Apprenticeship: One year

OCCUPATIONAL COMPETENCIES

Youth apprentices must complete a **total of 15** competencies. **Thirteen** must be from the list below. If necessary, employers can substitute **2** competencies with another occupationally appropriate skill. That skill should be added to the competency list for assessment.

Competencies
1. Facilitate positive customer interactions
2. Communicate the company's unique brand
3. Follow company pricing strategies and policies
4. Use order-fulfillment processes
5. Carry out promotional activities
6. Demonstrate product knowledge
7. Provide customer service
8. Use Customer Relationship Management (CRM) tools
9. Participate in sales planning
10. Perform pre-sale activities
11. Determine customer needs
12. Communicate product information to customers
13. Assist in closing the sale
14. Handle sale transactions
15. Conduct post-sales follow-up activities

POST-SECONDARY PATHWAY OPPORTUNITIES

There are several post-secondary pathway opportunities in this area. The following is a partial list.

- Digital Marketing
- Marketing/Sales