



Marketing and Selling Apprenticeships

*User Guide and
Top Tips*

The Education & Training Foundation

These training resources have been commissioned and funded by the Education and Training Foundation



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Welcome to the programme!

On behalf of AELP and the Education and Training Foundation we're delighted to welcome you to the "How to Market and Sell Apprenticeships" bitesize learning programme.

This course has been designed to support staff from welfare-to-work providers, colleges and training providers with the knowledge needed to support the growth of apprenticeships.

We have identified 8 key topic areas and developed 24 bespoke bitesize marketing and sales videos. Each video has a set of *Test your Knowledge* questions and this guide contains a set of Top Tips for each of the 8 topic areas.



How to use the training programme

This programme has been purposefully designed using the latest learning approaches. Recent research led by the RSA found that animated video deliver a 15% greater recall rate on knowledge. For more details please [click here](#).

Our training package is designed for use at work. It is intended to be a guide that can be dipped into to support you whilst you're tackling a particular marketing and sales challenge.

We do not expect you to work through each topic in a linear fashion. Instead if you're having a problem with Marketing Collaterals you might jump straight to that set of videos.



What will you be learning?

How to Marketing and Sell Apprenticeships is broken up into the following 8 topic areas:

1. Market and Customer Research
2. Building your Proposition
3. Key Marketing Materials
4. Powerful Sales Processes
5. Essential Telemarketing
6. Social Selling
7. Key Account Management
8. Partnering and Collaboration

*Each set of learning
videos is supported
by Test your
Knowledge
Questions and a Top
Tips Factsheet*



Top Tips Factsheets



Top Tips: Market and Customer Research

1. Take time to learn the Apprenticeship framework you will be offering employers inside out including eligibility criteria, funding rates and qualifications
2. Choose an awarding organisation who is willing to work with you to take your new offer to market; they will often have good insider knowledge on the state of the market
3. Do some basic desk research on who else is offering your apprenticeship then follow it up with some enquiry calls; try to find out delivery models and fees if you can
4. Identify pilot employers who wish to take on apprentices and work with them in the first instance to build your new offer; this will also help identify who your larger market may be



Top Tips: Building Your Proposition

1. It can be very difficult to differentiate your Apprenticeship offer as frameworks and qualifications are open to anyone who wishes to deliver; look for something that will make your offer stand out such as:
 - Delivery models (classroom, blended, etc.)
 - Specialist and expert delivery staff
 - Use of technology and mobile learning
2. Feedback is the breakfast of champions! Sharpen up your proposition by testing it out with partners, current clients and safe prospects; the more you pitch it the sharper it will become
3. Don't be afraid to be radical – put the employer at the heart of your offer; if you can create value you'll be onto a winner



Top Tips: Key Marketing Materials

1. Start by considering your target employers; ask yourself “who are they and how will I reach them?”
2. Typically a multi-channel approach works best for marketing Apprenticeship programmes whether you are targeting large or small employers; consider creating the following:
 - Introductory email or letter
 - Webpage
 - Social media platforms (i.e. LinkedIn Showcase pages)
 - Factsheet or brochure
 - Employer presentation
3. Keep it simple! It is very easy to get caught up in the complexity of frameworks and qualifications...DON'T!
Employers want to see features, advantages and benefits



Top Tips: Powerful Sales Processes

1. Clearly define what a “sale” looks like to your sales teams, it’s a good idea to get them to take ownership of all the paperwork required to “start” a learner and begin drawing down funding
2. Most Apprenticeship sales processes will contain the following roles, one person can play more than one role:
 - Lead generator – this is a volume role, somebody who is willing to make contact with lots of people
 - Lead qualifier – this is a filtering role, someone to make sure the programme is right for client and there is need
 - Technical closer – this is often an experienced tutor who can explain how the learning will work
 - Account manager – someone to keep it all on-track!



Top Tips: Essential Telemarketing

1. With the right management and data telemarketing can be an excellent way to build up leads for Apprenticeship sales
2. Do some trial and error with a telemarketing agency, they are typically twice the cost of employing staff but can be a good way of de-risking in the short-term
3. Run pilot campaigns as different employers and Apprenticeships will each deliver different returns in terms of leads per day – once you've run 2 or 3 campaigns use that pilot data to decide if you want to invest in your own team
4. Work hard on your making your proposition clear and sharp in the first 30 seconds of the call – this is when you'll win or lose
5. Pay commissions – telesales is tough, make sure you incentivise



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Top Tips: Key Account Management

1. Harvesting a number of key accounts with successful growing businesses is a great way to build an Apprenticeship offer as you end up in a win:win situation
2. Get to know your employers, what they do and who they sell to – what makes them money? Use this to build rapport and open up business opportunities for them
3. Keep in touch regularly, but do it on their terms! Some employers will want to meet you and others won't; don't force quarterly visits if they're not needed
4. Invest in training for your account managers around rapport building and set goals linked to getting to know their accounts, not just increased sales and revenues – presentations back to your business on key accounts is a great way to test this



Top Tips: Partnering and Collaboration

1. Specialising in a particular type of apprenticeship will make you much more attractive to potential partners; positioning yourself as “world-class” at a small number of things could open large markets through partnerships
2. Always partner in non-competitive situation, there is no point setting yourself up to fail – if you both want the same business there will be no trust
3. Look to collaborate when the following elements are in place:
 - Costs are high (i.e. development or delivery)
 - Complexity is high (this will demand specialists)
 - Risk is high (this will drive people seeking to mitigate)
4. Formalise your partnering or collaboration using SLAs and look to use industry standards such as BS11000





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