

Marketing and Selling Apprenticeships

*User Guide and
Top Tips*

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.



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: Key Marketing Materials

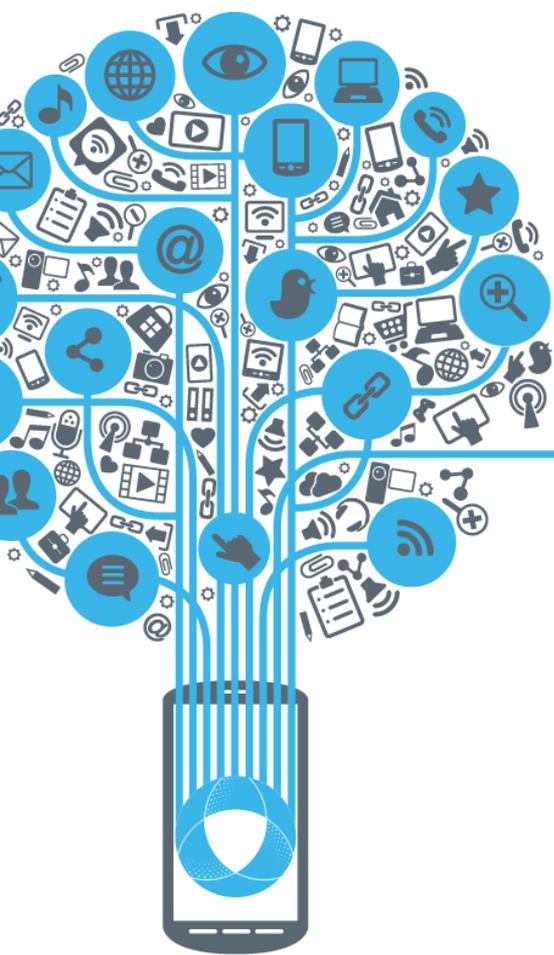
1. Start by considering your target employers; ask yourself “who are they and how will I reach them?”
2. Typically a multi-channel approach works best for marketing Apprenticeship programmes whether you are targeting large or small employers; consider creating the following:
 - Introductory email or 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!





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