

Apprenticeships

Learner Case Study

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Sales Executive Level 4



Why did you decide to go ahead with the apprenticeship programme?

The company I work for, Cadventure, wanted to invest in their team members future. They did this by facilitating their training with Pareto to support their internal programme, something that the learners at Cadventure value highly.

What areas of development did you see the programme meeting for you within your role/responsibilities from where you started?

At first, I wanted to establish a good foundation of skills to build on. I identified a need to develop my confidence, which could help me improve my ability to speak on the phone. Early on in my time at Cadventure, I was exposed to the full sales cycle, and therefore knew that my training with Pareto would accelerate my ability to completely understand this.

What were your perceptions of doing an apprenticeship before starting on this journey?

Originally, I was not aware that an apprenticeship in the Sales industry would be on offer, which was exciting as this introduced another aspect of my new role. To begin with, I did not necessarily have any perception, but rather learned from scratch as Pareto took me through my introduction and learner journey.



How have these changed since starting the course?

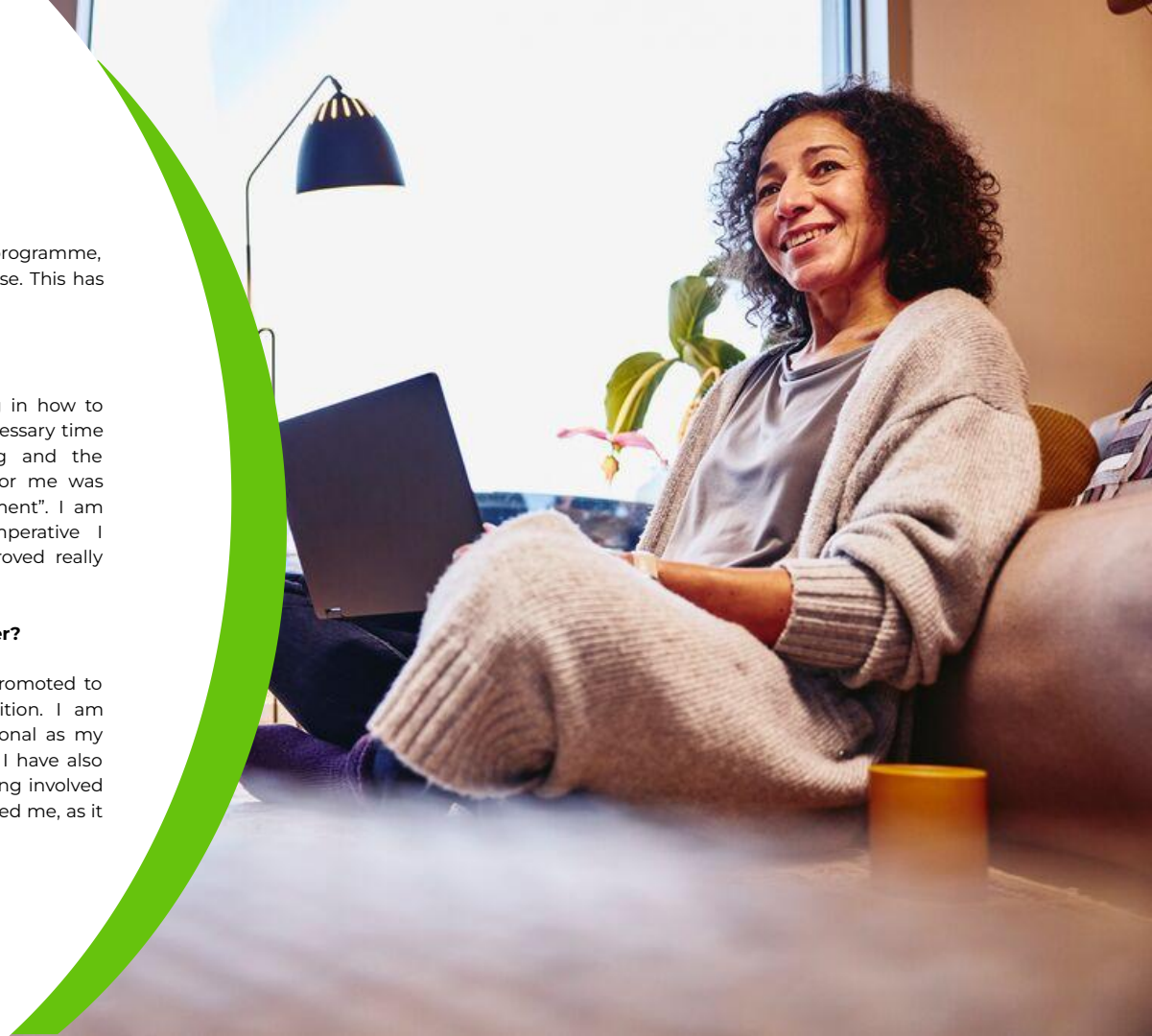
Pareto have been really clear in explaining what to expect from the programme, giving me an insight into both the content and benefits of the course. This has allowed me to develop a strong understanding of the qualification.

What have been your biggest learning points from the course?

With the help of my skills coach, I have gained an understanding in how to dedicate and allocate my time efficiently. This has given me the necessary time management skills to successfully take on my Pareto training and the responsibility of my role at work. Another huge learning point for me was learning negotiation techniques, e.g. the “zone of possible agreement”. I am currently managing some price negotiations, whereby it’s imperative I understand exactly what my client’s expectations are. This has proved really useful for my development.

What impact has the course made on your development and career?

The course has only impacted me in a positive way. I have been promoted to consultant, which has heightened my responsibility and recognition. I am currently working on a new piece of work that is not as transactional as my previous work, exposing me to different software and higher sales. I have also started to refine my Account Management skillset, as a result of being involved with projects that require a different approach. This has really benefited me, as it has led me to become a transformational salesperson.





What impact has the course made to your confidence?

Naturally, my confidence has grown with experience, but it has also been positively influenced by my time on the course at Pareto, which has directly developed my knowledge of sales. The internal investment in my knowledge of the sector has been complimented by Pareto. I have always made a point of remaining focussed in each of the sessions. Even when an aspect of the training has not felt directly relevant at the time, I have made sure to commit regardless, understanding that this could be utilised later.

Having completed/once you complete the course, what is next for you?

For the foreseeable future, I intend to continue achieving highly at Cadventure. With my responsibility continuing to increase, I have really found my feet, and developed the relevant sector knowledge to take ownership of the larger and more complex situations. After completing the programme, I will be actively seeking further progression.

What advice would you give to anyone else thinking of doing an apprenticeship?

“Keep on top of your work, early!” By managing my time efficiently, I avoid falling behind on work. I have a good understanding of the competencies, which is a great way to ensure that I am consistently accurate with note-taking and tracking, something that is integral to being a high achiever.