



 Class of 2020

**EAST OF ENGLAND
APPRENTICESHIPS**

JOB ROLE

Sales Executive

COMPANY

Ryall Marketing

COMPANY SIZE

1 - 10 employees

APPRENTICESHIP

Higher Apprenticeship
Sales Executive



■ **INTRODUCING
CHLOE HICKS**

Working as part of a small team at Ryall Marketing based in Hertfordshire, Chloe initially undertook a business administration apprenticeship with the company. She was unsure about exactly which path to pursue with regards to her career and hoped a programme that focused on business management and communications would help guide her. Having not found the spark she was hoping to with this role, it was getting involved with the company's marketing efforts on a small scale that made Chloe realise this was an avenue she was interested in pursuing.

Therefore, with support from her managers, Chloe agreed to undertake a Level 4 Sales Executive Apprenticeship programme to develop her skillset around sales and marketing. Although initially hesitant as the programme would take 18 months to complete, Chloe decided to take the leap and soon discovered that time was 'flying by' as she enjoyed what she was doing so much.





Chloe was particularly proud of her efforts during the learning modules that required participants to present their ideas to others, as she had never been comfortable doing so previously. She now excels in this area and even presented to over fifty people at a networking event, not only boosting her confidence but bringing new business into the company too! Chloe also particularly enjoyed meeting new people as part of her programme and found that the input from such a diverse group of people in varying sectors to be particularly useful.

In terms of milestones, Chloe was particularly proud of completing all of her coursework. This consisted of four case studies that summarised different elements of her role and gave her a great opportunity to reflect on the hard work that was needed during the programme. She also prides herself on working alone on the projects, although she was supported throughout whenever it was required. Chloe commented that the programme was really well structured and this partnered with support from her network and trainers, meant she worked through the assessments easily enough. Moreover, Lisa, Chloe's tutor from iSales Academy went above and beyond to support Chloe to achieve.

Now, managing several key accounts for the company, Chloe has come on leaps and bounds since joining the business. She currently manages all of their digital campaign outputs as well as their website and social media channels. In addition, she has been happy to take on additional responsibility when possible, like recently writing business proposals for the company.



■ A WORD OF ADVICE

In terms of advice, Chloe says that the apprenticeship programme is giving her a career that she can be proud of and would encourage anybody to try it, as working on the job allows you to learn much faster than just in a classroom. The programme provided a much more practical way of learning and this benefits people brand new to sales or those who are already in related roles.

**“THE SKILLS YOU CAN LEARN
ON THE PROGRAMME WILL
BENEFIT YOU AT ANY STAGE IN
YOUR CAREER”**

