

Apprenticeships

Learner Case Study

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CDW

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IT Technical Sales Level 3



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

The course formed a basis of the role at CDW, as part of upskilling into the technology sector. Coming from a background with limited experience of technology or selling, I was hoping the course enabled my development in these areas.

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

With a limited understanding of subject matter, the course offered the chance to learn more about what and how I was selling. CDW's product training and vendor support was helpful, this course tied it all together for me and supported my sales understanding too.

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

I didn't really understand what an apprenticeship was but saw it as further study in order to learn new skills. There was an element of 'learning a trade' as part of this, but I did also see this as a big commitment and an academic exercise.



How have these changed since starting the course?

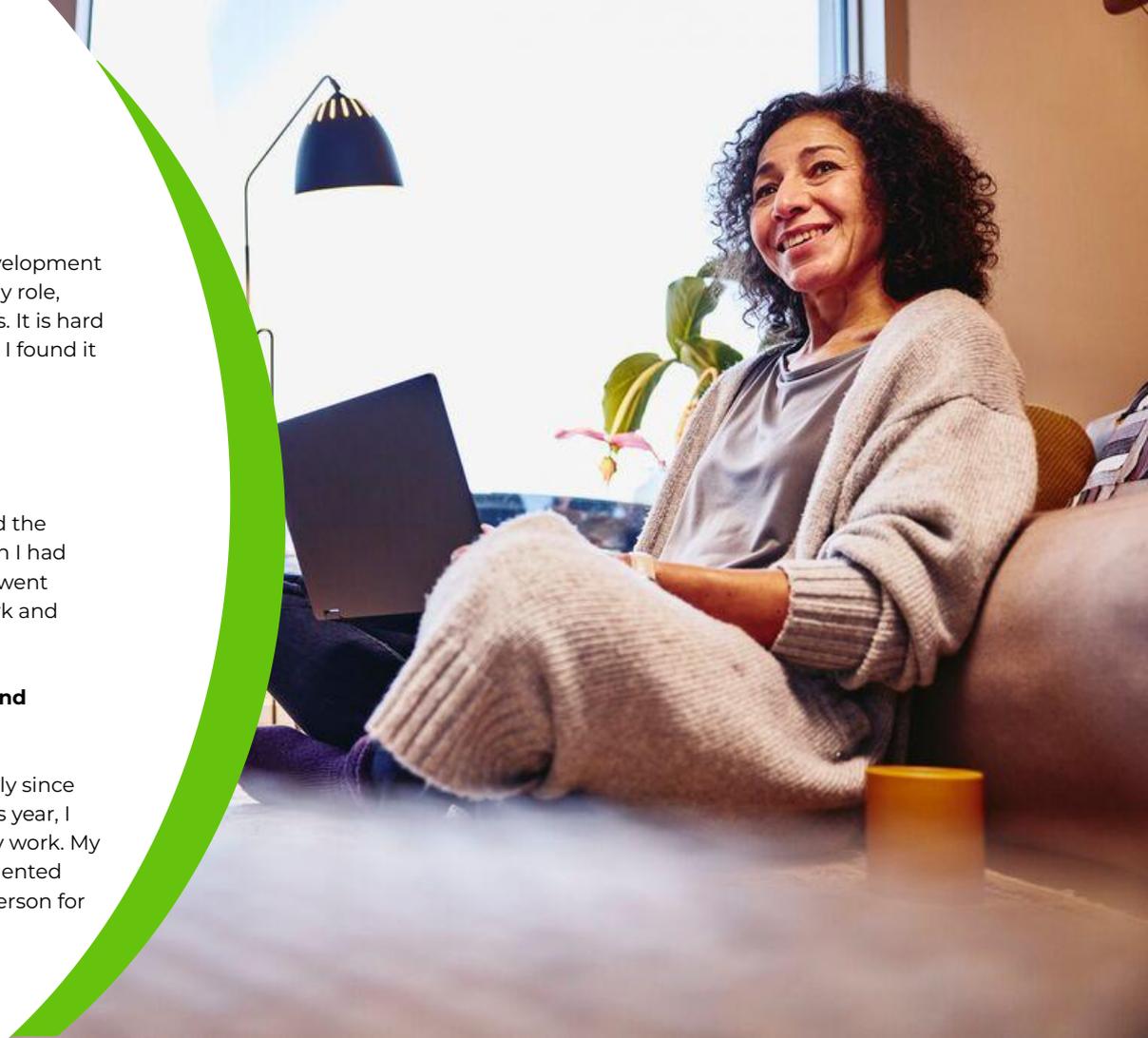
The course was useful and worked for me – it enabled my development in the right areas and has given me the tools to progress in my role, resulting in some big personal wins since joining the business. It is hard work, and requires dedication and commitment to complete, I found it invaluable.

How would you describe your experience of doing this qualification?

Not easy! Trying to balance the expectations of a new role and the requirements of the course were challenging at times, though I had some great support from individuals within the business as I went through the programme. It was down to me to put in the work and engage with the course in order to get the most out of it.

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

I have had some great successes in my time at CDW, especially since making the move into the Public Sector sales team. So far this year, I have had some great client wins and positive feedback on my work. My engagement with clients on these projects (including documented testimonials) shows my development and growth as a salesperson for the business.





What impact has the course made to your confidence?

I certainly feel more confident as a result of completing the programme – it has given me some really useful skills and also challenged my ability to manage the workload and expectations of different things. I am delighted to have successfully completed the course.

Having completed the course, what is next for you?

The focus is now on putting these skills into regular use and being successful – then repeat, repeat, repeat. I am motivated by seeing the financial reward for my hard work and growing my career within the business, hopefully progressing into a more senior role within the Account Management function of the team.

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

Make sure that it is something that you want to do – studying for a qualification like this isn't for everyone and it has to be something that you value. For me, I've gained some great skills and knowledge that have really helped me get to where I am now, but you only get out what you put in so make sure that you understand what is required of you before you start.