

Apprenticeships

Learner Case Study

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Insight

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IT Technical Sales Level 3



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

I was really keen for a career opportunity that would nurture my appetite to develop quickly within the industry. I successfully managed to land a role with Insight and felt that the training of the IT Technical Sales standard was a great opportunity to have the added layer of both learning and support whilst starting my journey.

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

I first started as an Internal Account Manager with Insight, consulting and solution selling within the IT sphere. I knew that the IT sector content and market insight, which the apprenticeship could offer would be invaluable in establishing myself in the role. I also hoped that the exposure to training generated from sales professionals themselves would encourage good selling strategies.

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

I had not done an apprenticeship beforehand but was motivated by the opportunity to learn as much as possible whilst starting with Insight. This leans into the very ethos of apprenticeship learning; presenting the opportunity to train whilst also fulfilling the role responsibility simultaneously.



How have these changed since starting the course?

I absolutely made the most out of my opportunity on the standard and not only optimized the opportunity to develop knowledge in areas of Cloud, licensing, digital innovation amongst others, but also building a skill-set on commercial relationship management and rapport building. However, I also gained great support from Pareto staff in assistance in career mapping, understanding my criteria to progress and my foundation selling skills.

What have been your biggest learning points from the course?

I have highly embraced the opportunity to really develop my communicative styles and strategies specific to the IT sector and typical clients. Both the aspect of sector knowledge and selling techniques in tandem have enabled a great start to my journey at Insight.

How would you describe your experience of doing this qualification?

I've had a great experience and immersed myself in training both internally and with Pareto. I have thoroughly enjoyed the content of the training and feel this directly contributed to the fact I have secured an interview for Sales Manager position. I have had really useful learning and opportunities through Pareto.

