Overview of the role

Selling technical products and services, such as data storage, cyber security and AI solutions, for a company.

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Standard in development
L3: IT technical salesperson
Version 1.1

Title of occupation

IT technical salesperson

UOS reference number

ST0115

Core and options

No

Level of occupation

Level 3

Occupational maps data

Route: Sales, marketing and procurement
Pathway: Sales & Retail
Cluster: Business sales support

Typical duration of apprenticeship

12 months

Resubmission

No

Would your proposed apprenticeship standard replace and existing framework?

No

Does professional recognition exist for the occupation?

No

Regulated occupation

Is this a statutory regulated occupation?

No

Occupational summary

This occupation is found in small, medium, and large businesses that sell or promote technical products and services with a significant Information Technology (IT) component—whether developed in-house or sourced from third parties. These may include hardware, software, networking, cybersecurity, cloud services, data solutions, and other computer and IT-related offerings.

These businesses may operate within the IT sector or outside of it, such as non-IT organisations that sell technical products. While not part of the core tech industry, these companies still require sales professionals who can understand and effectively communicate complex technical information.

The broad purpose of the role is to support the sale of an organisation's technical products and services by identifying, engaging with, and supporting prospective and existing clients to make investment decisions. They bridge the gap between customer needs and technical solutions, ensuring clients understand the value and application of the technology on offer. Unlike general sales professionals who may sell non-computer based, technical goods or services, IT Technical Salespeople require a foundational understanding of computing based technical concepts and the ability to translate these into value propositions for clients. They must understand industry trends, client infrastructures, and emerging technologies to have credible conversations with decision-makers. This technical insight distinguishes them from traditional sales roles, making dual development in both sales and technology essential.

An employee in this role is responsible for a wide range of technical activities throughout the sales cycle, including developing technical knowledge across areas such as cloud, AI, hardware, software, and security and undertaking effective discovery activities to identify the technical related challenges the customer is experiencing. IT Technical Salespeople articulate the features, benefits, and business impact of a technical solution and propose

appropriate technology solutions based on identified client needs. They support clients to review and evaluate the suitability of the technical solution provided and advise customers on configurations, options, or modifications to bring the technical sale to successful conclusion

These professionals can expect to engage in the end-to-end sales cycle, from initial prospecting through to implementation and post-sale support. Depending on the organisation and scope of the deal, the individual may also be responsible for closing sales themselves. Working to defined performance targets and key metrics, they will align technical solutions with customer needs to ensure commercial success. They are instrumental in identifying new business opportunities, leveraging technical expertise to deliver tailored solutions, and fostering sustainable revenue growth through high-quality customer engagement.

In their daily work, an employee in this occupation interacts with a range of internal and external stakeholders, including clients and potential clients across different industries, decision-makers such as CTOs, COOs, IT Directors, and CFOs. They will also work with IT technicians, support staff, and end-users who may influence the buying decisions and internal colleagues including sales directors, senior sales team members, technical support, marketing, and development staff.

Typical job titles

Business development representative Technical account manager Technical account representative Technical application specialist Technical customer success representative Technical sales development representative Technical sales specialist Technical sales support executive

Are there any statutory / regulatory or other typical entry requirements?

No

Occupation duties

DUTY	KSBS
Duty 1 Apply technical product expertise to position solutions and meet client need.	K1 K2 K3 K4 K10 K21 S5 S6 S7 S8 S9 S11 B3 B5
Duty 2 Engage in and contribute to the end-to-end sales pipeline.	K1 K2 K3 K4 K5 K6 K8 K9 K10 K11 K12 K13 K14 K17 K18 K19 K20 K21 S2 S3 S4 S5 S6 S7 S8 S9 S10 S11 S12 S13 S14 B1 B2 B4 B5 B6 B8
Duty 3 Implement technological processes and digital	K4 K5 K7 K9 K10 K13 K15 K16 K21 S2 S3 S4 S11 B1 B3 B5 B6

DUTY	KSBS
tools to contribute to the sales process.	
Duty 4 Apply stakeholder management processes and work with clients to determine needs in order to meet commercial targets.	K2 K3 K10 K11 K12 K13 K14 K15 K16 K17 K21 S5 S6 S7 S8 S9 S10 S11 S12 S14 B2 B3 B4 B5 B8
Duty 5 Comply with legislation and regulation to undertake sales processes in a responsible manner.	K6 K7 K10 K11 K16 K18 K19 K20 K21 S1 S9 S14 S15 B2 B4 B5 B6 B8
Duty 6 Implement project management strategies and administration to support the sales process.	K6 K8 K9 K10 K11 K12 K13 K15 K17 K21 S2 S4 S6 S9 S10 S13 S14 B1 B4 B5 B6 B7
Duty 7 Work in line with policies and procedures to support your organisation's commercial objectives	K6 K7 K10 K11 K16 K17 K18 K19 K20 K21 S1 S5 S6 S7 S9 S10 S12 S14 S15 B1 B2 B3 B4 B5 B6 B8
Duty 8 Demonstrate commitment to continuing professional development and best practice.	K6 K8 K18 K19 K21 K22 S10 S13 S14 S15 B1 B2 B3 B4 B5 B6 B7

KSBs

Knowledge

K1: Technical capabilities and aspects of the products or services they are responsible for selling including the relevant vendor product or products and how these apply to the client's need.
K2: Strategies and approaches for effectively positioning solutions that benefit the customer within a competitive market.
K3: Methods and strategies for generating leads, negotiating, and closing sales.

K4: Discovery tools and techniques for defining requirements and business needs and isolating the IT products or services that can meet these.
K5: Technological tools and strategies for using these to aid the sales process, for example telephone, email, CRM, and social media.
K6: The end-to-end sales pipeline, the various stages and roles involved, and how these relate to each other and IT Technical Salesperson's role.
K7: Organisational policies and procedures surrounding artificial intelligence and its benefits and risks for the sales process.
K8: Tools and strategies for data analysis and research to support the sales process.
K9: Methods, tools, and approaches used for Database and Campaign Management.
K10: Product licencing and subscription models and the approaches for using these to gain and retain customers.
K11: Processes and strategies for troubleshooting, problem analysis and solving problems.
K12: Approaches and methods for collaborating with colleagues and internal and external stakeholders.
K13: Methods and digital tools for engaging, communicating with, presenting to, and managing relationships with customers.
K14: Proactive outreach and personalised, consultative communication strategies to build trust, address technical and commercial questions, negotiate and manage objections.
K15: Project management tools and techniques to guide potential clients through complex decision-making processes.
K16: Regulatory and legislative requirements for example data protection, GDPR, cyber security, and copyright law for the handling and processing of data and its application.
K17: Processes and strategies for ensuring that regulatory standards, industry compliance, and ethical sales practices ensure a high-quality customer experience to supports long-term loyalty and repeat business.
K18: The employer's strategy, vision, priorities, and objectives, and how the IT Technical Salesperson role supports these.
K19: Equity, diversity and inclusion principles and practices and how to act in line with these throughout the sales process.
K20: Strategies and opportunities to ensure sustainability and the organisation's environmental policies and procedures.
K21: Models of and strategies for successful delivery and implementation to ensure customer value and return on investment.
K22: Tools, opportunities, and strategies for continuous professional development.

Skills

S1: Work in line with organisational guidance, values, and sector specific legislation.
S2: Undertake data analysis and research techniques to support the technical sales process.
S3: Apply relevant digital tools and approaches to support the technical sales process.
S4: Apply appropriate tools and techniques to support database and campaign management.
S5: Generate and manage technical sales leads.
S6: Engage, communicate, and establish trust with technical contacts to deliver exceptional service and build lasting relationships to drive revenue growth.
S7: Define the specific customer requirements and business needs.
S8: Identify the technical product or service that will meet the needs of the customer.
S9: Communicate with customers to understand their requirements and advise them of the technical product or service that can meet these.

S10: Use problem solving tools and techniques to support the progress of the technical sales process.
S11: Prepare for client engagements to effectively present the technical solution using tailored proposals, demonstrations, and a variety of digital tools.
S12: Apply negotiating strategies to address objections and progress the technical sale.
S13: Apply project management tools and techniques to progress technical sales and manage their time, priorities, and projects.
S14: Collaborate with colleagues and stakeholders to contribute to organisational objectives according to equity, diversity, and inclusion principles throughout the technical sales process.
S15: Undertake continuing professional development (CPD) in line with organisational requirements.

Behaviours

B1: Responsible. Takes full responsibility for managing the sales process from start to finish, ensuring tasks are completed accurately, on time, and to a high standard. Organises workload effectively, follows up promptly, and maintains accurate documentation to support organisational goals.
B2: Ethical. Acts with professionalism, honesty, and transparency in all interactions, aligning sales practices with legal requirements, organisational values, and ethical standards. Embraces equality, diversity, and inclusion in the workplace, safeguarding both personal and organisational integrity.
B3: Communication. Adapts style and approach to suit different audiences and business contexts, building trust, rapport, and long-term customer relationships. Demonstrates active listening and a customer-focused approach, aligning solutions to client needs and creating long-term value.
B4: Resilience. Maintains focus, motivation, and composure under pressure, adapting strategies and approaches to overcome obstacles and achieve sales goals. Seeks solutions, learns from challenges, and takes initiative to keep performance on track.
B5: Results-driven. Demonstrates a strong focus on achieving and exceeding sales targets, using commercial awareness and market insight to make informed decisions that drive growth and revenue. Proactively seeks new opportunities and anticipates potential challenges.
B6: Curious. Commits to ongoing professional development, seeking feedback, reflecting on performance, and applying learning to improve sales effectiveness. Stays curious about emerging technologies, features, and innovations that can enhance solutions for customers.
B7: Effectively manages time and priorities to maximise productivity, meet deadlines while maintaining quality customer relationships.
B8: Collaborates effectively with colleagues across different departments and functions to achieve shared sales objectives, supporting team goals while contributing individual expertise and maintaining positive working relationships.

Qualifications

English and maths

English and maths qualifications must be completed in line with the apprenticeship funding rules.

Does the apprenticeship need to include any mandated qualifications in addition to the above-mentioned English and maths qualifications?

No

Involved employers

BCS - The Chartered Institute for IT, Bentley, BPP, Creative ITC, Exponential-e, Fasthosts, HPE, Institute for Sales Professionals, Mesma, Pactum, Pareto, RideTandem, Softcat, UK IBM, Woodspeen Training

Other involved stakeholders

BCS, BPP, Institute of Sales Professionals, Ominplex Learning, Pareto, Woodspeen Training

Subject sector area

6.1 Digital technology (practitioners)