



Sales Development Representative (Apprenticeships)

Hybrid, Doncaster with a minimum of two days in the office and three days working from home

ABOUT US

At DSW, you will be part of a growing, high performing sales team, helping training providers deliver successful outcomes for apprentices across the UK.

For over 25 years, DSW has supported organisations with high quality learning and assessment solutions. We work with hundreds of training providers and thousands of employers, and we are now entering a major growth phase driven by apprenticeship reform and increasing demand for high quality assessment.

THE ROLE

This is a fast paced, target driven sales role for someone who enjoys outbound activity and wants to see a clear link between effort and results. You will be responsible for building pipeline, creating opportunities, and playing a key role in driving new business growth.

Key Responsibilities

- Making outbound calls to training providers and apprenticeship organisations
- Generating new business opportunities and building a consistent pipeline
- Booking two to four qualified meetings per week with decision makers
- Understanding client needs and positioning DSW's assessment services
- Supporting proposals, pitching and early stage sales activity
- Maintaining accurate CRM records and reporting on your performance

You'll Gain;

- A structured and achievable progression pathway into an Account Manager role within one to two years, managing your own portfolio
- Exposure to the full sales cycle, including pitching and contracting
- A strong understanding of the apprenticeship and assessment sector
- Ongoing coaching, feedback and development to accelerate your progression
- The opportunity to build a long term career in sales within DSW

YOU'LL BRING;

Experience and knowledge

- Experience in apprenticeships, assessment, awarding or a related sector
- Understanding of EPA, assessment, apprenticeship funding or training provider operations
- Experience hitting activity or revenue targets in a sales, business development or similar environment
- Comfortable working to daily call volumes and weekly meeting targets

Sales and communication skills

- Confident and resilient on the phone, with the ability to engage, influence, motivate and persuade



- Strong communication skills, able to build rapport
- Ability to handle objections, navigate gatekeepers and maintain momentum
- Highly organised, able to manage your own pipeline, follow ups and diary effectively
- Experience using CRM systems to manage pipeline, track activity and maintain accurate records

Mindset and behaviours

- Self motivated, proactive and accountable for your own performance
- Positive and resilient, with the energy to maintain high levels of outbound activity
- Coachable, open to constructive feedback and committed to continuous improvement / lifelong learning
- Comfortable working independently while contributing to a collaborative team
- Professional, personable and credible in all interactions

Qualifications

- Degree, apprenticeship or equivalent experience

WE OFFER

- Competitive starting annual salary of £29,000 with performance related bonus
- Clear progression into a client facing Account Manager role
- Hybrid working with a collaborative team environment
- Opportunity to join a growing organisation at a key stage of expansion
- Work with a well-established and respected brand in the apprenticeship sector
- Be part of a close knit, ambitious team that values innovation, insight, inspiration and integrity
- Real opportunity to make an impact and contribute to growth

PROCESS

- Telephone interview
- In person interview with presentation delivered