

## **Sales – it is not just about car sales! (full podcast)**

As you listen to both Guy and Lucie, write down the answers to the following questions. Work with a partner and then discuss the answers in a class discussion.

### **Questions from Guy's podcast:**

1. What is sales? There are two types of Sales – Business to Consumer (B2C) and Business to Business (B2B). How do they differ?
2. What skills do you think you need to be a sales professional?
3. Who should do the most talking in a meeting? The sales professional or the customer?
4. Does a sales professional need to be a naturally chatty person?
5. Who do businesses need to look after?
6. Is Sales in every business?
7. As of August 2023, how many B2B vacancies in the UK were there?
8. Progression routes: what are good subjects to take at school or college?
9. Could a sales professional earn more than the CEO (Chief Executive Officer) of a company?

### **Answers:**

1. B2C is working in a shop, department store, car dealership or an estate agent. Relatively small transactions, apart from a house. Quick transactions.  
  
B2B is working with businesses and can involve lengthy conversations, could be years to secure the sale. Much more complex sale, potentially many more people involved.
2. Curiosity, interest in their business/company, problem solver, tenacity, resilience, empathy, people person, good listener.
3. Customer
4. No
5. Their customers
6. Yes
7. 90,000
8. Business, economics, customer service
9. Yes

**Questions from Lucie's podcast:**

1. Did Lucie go straight into Sales at University after leaving college?
2. What two words did Lucie say were key to working within Sales?

**Answers:**

1. No. Started a Philosophy degree and left after 3mths. Took some time out and then started a Business degree a year later.
2. Resilience and integrity

**Additional question or quick-fire answers for the classroom:**

1. List 9 phrases from both Guy and Lucie's podcasts that they say are key to being a good sales professional:

**Answer:**

1. Chatty, good listener, interested in people, resilience, presentation skills, good business sense, problem solver, interested in the company, empathy.

**Useful links:**

[Apprenticeship search / Institute for Apprenticeships and Technical Education](#)

[Amazing Apprenticeships](#)

## **Sales – it is not just about car sales! (cutdown podcast)**

As you listen to both Guy and Lucie, write down the answers to the following questions. Work with a partner and then discuss the answers in a class discussion.

### **Questions from Guy and Lucie's podcast:**

1. What is the entry point into Sales?
2. What skills do you think you need to be a sales professional?
3. What is one of the basic first skills to learn?
4. How much can a sales professional earn at the start and end of their career?

### **Answers:**

1. Any customer service type job is great.
2. Being able to help people, making both a customer and a business better - any customer service skills are great.
3. Answering the phone!
4. £25k - £35k to start and it is not uncommon to earn a six-figure salary, and very common to earn more than the CEO!

### **Useful links:**

[Apprenticeship search / Institute for Apprenticeships and Technical Education](#)

[Amazing Apprenticeships](#)

