



CIM

The Chartered  
Institute of Marketing

A complete guide to

# End-Point Assessment

Sales Executive (Level 4)

# This guide is for:

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**Employers**

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**Apprentices**

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**Apprenticeship Training Providers**

The purpose of this guide is to assist the key stakeholders understand the requirements of End-Point Assessment (EPA) and explains the processes and support when using The Chartered Institute of Marketing (CIM) as the End-Point Assessment Organisation (EPAO).

Stakeholders should refer to **The Chartered Institute of Marketing Apprenticeship Guide for Sales Executive Standard Level 4** for further detail and guidance relating to the apprenticeship programme itself.

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## 1

## The Chartered Institute of Marketing End-Point Assessment Organisation

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The Chartered Institute of Marketing (CIM) is approved by the Education Skills Funding Agency (ESFA) as an End-Point Assessment Organisation (EPAO) for the Sales Executive Level 4 Apprenticeship Standard.

CIM offer an End-Point Assessment (EPA) service allowing Apprentices to take their EPAs at any time provided their Employer has confirmed that the Apprentice is ready for EPA, and a CIM Independent Assessor (IA) has confirmed the Apprentice has met the gateway requirements.

## 2

## Why choose CIM as your EPAO?

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- As the world's leading professional marketing body, Employers, Apprentices and Apprenticeship Training Providers can be confident in the high standard of the CIM EPA service.
  - Excellence in customer service and support during registration and all stages of the EPA.
  - Access to CIM's EPA Toolkit via the Knowledge Base on ACE360 with a range of templates to help prepare Apprentices for their EPA and maximise their chances of success.

## 3

## The Sales Executive Apprenticeship Assessment Methods

Each Apprenticeship Standard has a stipulated Assessment Plan that is designed to assess that the Apprentice has achieved the skills, knowledge and behaviours & values as defined by the Apprenticeship Standards.

EPA for the Sales Executive Apprenticeship is undertaken over a maximum period of 16 weeks to cover the assessment methods that are shown below. The Work-Based Project topic / title must be agreed by both the EPAO and the apprentice's employer prior to commencement. This should be selected from the list of topics/titles provided and maintained by the CIM.

### Sales Executive Assessment Methods

Work-Based Project

Presentation, including a sales pitch, with questions and answers

Professional Discussion - supported by a portfolio of evidence, including:

- Structured Q&A session
- An exploratory discussion

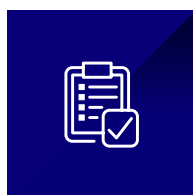
Grading - Fail, Pass, Distinction

## 4

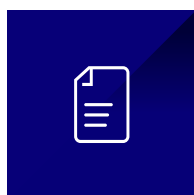
## CIM support for EPA

CIM has developed a range of support for Apprentices to help prepare for EPA. Toolkits are made available to Apprentices upon registration for EPA via the Knowledge Base on ACE360.

### EPA Toolkit



**CIM EPA Gateway Checklist**



**Work-Based Project Plan title agreed**



**Templates**

Project Plan template  
 List of approved Work-Based Project Topics/Titles  
 Work-Based Project Template  
 Presentation Template  
 Preparation template for Presentation and Q&A  
 Preparation template for Professional Discussion



**Sample Questions**

Professional Discussion

## 5

# The Apprenticeship Journey and EPA Guidance

The Sales Executive Apprenticeship is in three phases:



This guide will outline the requirements and process related to each of the above stages and the support offered by CIM. However, it is strongly recommended that Employers, Apprentices and Apprenticeship Training Providers also refer to the full assessment plans held on the [Institute for Apprenticeships and Technical Education](#) website.

## 5.1

## Apprenticeship Learning Programme with an Apprenticeship Training Provider

### 5.1a - Booking EPA with CIM:

- Registration for EPA:** Registration for EPA is via the ACE360 apprenticeship system portal. To gain access to ACE360 please contact [support@ace360.org](mailto:support@ace360.org) who will set up an account. For existing users of ACE360 you will be able to locate CIM as the EPAO on the system. CIM encourage Employers to register their Apprentices for EPA with CIM at an early stage of the apprenticeship programme in order to access the CIM Toolkit with resources that will support the Apprentice through Gateway and preparation for EPA. An EPA contract will be signed by all parties. At the point of registration, a deposit of £30 will be payable, the balance of payment will be taken once a Gateway booking has been confirmed.
- Gateway Booking:** At the point where the Apprentice and their Employer feels that the Apprentice is working consistently at or above the requirements of the Apprenticeship Standards and have met the prerequisite requirement of having achieved a Level 2 qualification in Maths and English, the Employer or Apprenticeship Training Provider will then be required to contact CIM to make a booking for Gateway. Gateway bookings must be confirmed **at least six weeks in advance** of required Gateway date.

- **Submission Documentation via ACE360:** At Gateway the Apprenticeship Training Provider/Employer will be required to submit the following documentation, templates are provided in the CIM EPA Toolkit:
  - CIM Gateway Checklist
  - Confirmation of Completion of a Portfolio of Evidence (we suggest the portfolio is submitted at Gateway; it must be made available electronically to the Independent Assessor (IA) a minimum of two weeks prior to the professional discussion date)
  - CIM work-based project plan summary submission form. The apprentice selects a project title from the list provided and confirms the title in their on-line learner record
  - Evidence of Level 2 Maths and English (e.g. certificates of achievement) or where an education, health and care plan or legacy statement is in place evidence of the Entry Level 3 English and Maths, and BSL Sign Language qualification as an alternative to English

qualifications for whom this is their primary language.

**Gateway Approval:** A CIM Independent Assessor (IA) will review the selected work-based project plan summary, and if approved, will notify the Employer/Apprenticeship Training Provider within seven working days and confirm that the Apprentice is ready to begin the EPA Period.

**Scheduling EPA:** CIM will agree the schedule for each EPA element with the Employer/Apprenticeship Training Provider and these dates will be recorded on the Gateway Checklist, and the form will be uploaded to the Apprentice record on ACE360 for the Apprenticeship Training Provider to access.

Normally all EPA elements will be undertaken remotely, however where the number of apprentices is significant, a site-based assessment could be arranged after discussion with CIM.

If the IA decides that the Apprentice has not yet met the Gateway requirements of the Apprenticeship Standard, CIM will advise the Employer so that the Apprentice can undertake further learning and study prior to EPA taking place.

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### 5.1b – Deciding and agreeing the Work-Based Project:

- Apprentices agree with their Employer, in consultation with their Apprenticeship Training Provider, a work-based project. The project topic/title should be selected from the list provided by CIM. The project must be designed to allow the apprentice the opportunity to evidence all of the KSBs mapped to this assessment method and be comparable with the level of demand of the job role as defined by the Apprenticeship Standard and Assessment Plan, as well as being suitable to the Apprentice's particular employer and job.
- A project plan summary must be submitted to CIM via ACE360 for approval. The project plan summary will need to demonstrate how the Apprentice can demonstrate the knowledge, skills and behaviours & values as defined by the Assessment Plan. A template is provided.

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### 5.1c – Reasonable Adjustments:

- Reasonable Adjustments are adjustments that are made to the method of assessment for an Apprenticeship Standard to enable disabled or disadvantaged Apprentices to demonstrate their knowledge, skills and behaviours & values to the level required by the specification for that Apprenticeship Standard.
- CIM Reasonable Adjustments Policy will apply to any EPA and requests for reasonable adjustments must be made a minimum of 20 working days prior to an End-Point Assessment. The policy is available from [apprenticeships@cim.co.uk](mailto:apprenticeships@cim.co.uk) and is also available from the Knowledge Base section on ACE360.

## 5.2

# Gateway

## 5.2a – Gateway Submission:

The following documents must be submitted at Gateway via ACE360 usually by the Apprenticeship Training Provider on behalf of the Apprentice and Employer:

- CIM Gateway Checklist
- Confirmation of Completion of a Portfolio of Evidence (we suggest the portfolio is submitted at Gateway, it must be made available electronically to the assessor a minimum of 2 weeks prior to the Professional Discussion date)
- Sales Executive Project Plan Summary including title/ topic
- Evidence of Level 2 Maths and English (e.g. certificates of achievement) or where an education, health and care plan or legacy statement is in place evidence of the Entry Level 3 English and Maths, and BSL Sign Language qualification as an alternative to English qualifications for whom this is their primary language.

## 5.2b – Gateway Approval:

- CIM provide notification of acceptance for the Apprentice to proceed to EPA within seven working days of submission, provided that the work-based project has been approved.
- Submission at Gateway will also act as notification that the Employer is approving the Apprentice to undertake EPA with CIM.
- Confirmation of Gateway approval will also act as notification of the start of the EPA period. EPA must be completed within a maximum of 16 weeks from date of this confirmation. This includes the ten weeks the Apprentice has to complete the work-based project.
- A member of the CIM EPAO team will contact the Apprenticeship Training Provider/Employer within seven working days of Gateway submission with dates for the EPA elements/requirements:
  - Work-based project (within ten weeks of EPA commencing)
  - Portfolio of evidence (if not submitted at Gateway, at least two weeks prior to the professional discussion date)
  - Sending a copy of the presentation to CIM (at least ten working days in advance of the presentation delivery date)
  - Presentation (including a sales pitch and Q&A)
  - Professional discussion.
- The EPA dates will be recorded on the Gateway Checklist and the form will be uploaded to the Apprentice record on ACE360 for the Apprenticeship Training Provider to access. Should any of the dates on the Gateway Checklist be missed without prior approval by CIM, the grade for that element of the EPA will be recorded as a fail.



## 5.3

# EPA Period

16 Weeks from Gateway approval



## 5.3a - Submission and Assessment of Work-Based Project

The work-based project will be agreed between the Employer and the Apprentice prior to Gateway period. Apprenticeship Training Providers will support Employers and Apprentices in selecting an appropriate project topic/title selected from the list provided by the CIM. Apprentices should:

- Complete their work-based project using the CIM template, within ten weeks of notification of the start of the EPA process (i.e. gateway approval).
- Submit their work-based project to the CIM at the end of the 10 weeks and prior to the presentation and Q&A.
- Use the CIM work-based project template as a framework to ensure the project includes evidence of how the KSBs have been applied with real customers in a work-based context.
- Not exceed 5,000 words (+/- 10 %), excluding annexes and references
- Follow a typical structure for the project based on:
  - Objectives for sales planning and preparation
  - Organisation knowledge and its context in selling products and/or services
  - Understanding customer(s) requirements,

markets and challenges

- Proposing and presenting solutions and option(s)
- Understanding of sales approaches and rationale in your organisation
- Reflection on customer discussions and decisions to feedback to organisations
- Conclusion and learning outcomes for ongoing professional development
- Appendix: Cross-referencing to the KSBs identified in Appendix 1 of the assessment plan.

The Project will be assessed by a CIM Independent Assessor IA and results will be recorded on a mark-sheet developed by CIM. Results will be made available to Employers, the Apprentice and the Apprenticeship Training Provider within ten working days from receipt by CIM.

**An Apprentice may not proceed to the presentation, Q&A or the professional discussion unless a pass has been achieved in work-based project.**

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### 5.3b – Submission of the Portfolio of Evidence

Throughout the training phase, apprentices will keep a portfolio of their work in relation to the standards and assessment criteria and their application of the required knowledge, skills and behaviours & values. This portfolio will be used to support the professional discussion, but it will not be assessed or graded as part of the EPA. The apprentice must provide sufficient evidence within their portfolio to satisfy all of assessment criteria linked to the professional discussion.

Examples of evidence are:

- individual learning and development plans;
- witness testimonies;

- written reports;
- sales pitches;
- client feedback;
- training logs.

Reflective accounts are not permissible as evidence.

The portfolio is required to be made available to the Independent Assessor (IA) in an electronic format two weeks prior to the date of the professional discussion.

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### 5.3c – Presentation & Q&A

The Presentation with Q&A, will take place with a CIM IA within four weeks of the submission and approval of the work-based project using video-conferencing technology unless otherwise agreed by CIM. The IA should receive a copy of the presentation no later than 10 working days in advance of presentation delivery to allow them to prepare questions.

The presentation and Q&A will be made to the CIM Independent Assessor (IA), this will consist of:

- A 10-minute sales pitch of the apprentice's organisation's product(s) and/or service(s) demonstrating how they positively differentiate their product(s) and/or service(s) This includes a comparison of the solutions of at least one competitor.
- A 5-minute explanation of how they prepare for a sales pitch.
- A 15-minute question and answer session covering specific points that the IA wishes to explore with the apprentice in relation to their pitch and pitch explanation. Prior to the presentation and questioning, the (IA) must have prepared six questions for the questioning element based on the subject matter. However, the questions may be modified to take account of the presentation evidence.

- The six questions will cover the following areas:
  - Organisational knowledge
  - Product, service and sector knowledge
  - Market knowledge
  - Digital knowledge

CIM will provide a PowerPoint template for the presentation or the Apprentice may use their own house-style template. The Apprentice may select the most appropriate delivery aids and methods for their presentation and adapt this format to make use of other presentation aids such as flip charts, video clips etc.

The presentation may also include reference to physical material or digital content. Where physical material or digital content is referenced, copies of this must be provided to the IA at least 2 weeks prior to the presentation date for the IA to retain.

The IA will use a mark sheet, developed by CIM, to record the assessment judgments of the Apprentice's presentation, answers and performance and grade the Apprentice's presentation and the subsequent Q&A session.

Please note that the Presentation and Q&A will be recorded for assessment quality assurance purposes.

### 5.3d - Professional Discussion

The Apprentice will undertake a Professional Discussion which will be informed by the Portfolio of Evidence submitted to the CIM IA two weeks ahead of the Professional Discussion. This will be conducted using video-conferencing technology unless otherwise agreed by the CIM.

The Professional Discussion follows immediately after the Presentation/Q&A.

The purpose of the Professional Discussion is to:

- Explore specific aspects of the Apprentice's work, including how it is carried out.
- Enable the Apprentice to talk through their learning on aspects of their work, allowing the IA to question them on this.
- Provide sufficient and reliable evidence for the IA to assess and grade the Apprentice.

The duration of the Professional Discussion will be 50 minutes (+10% at the discretion of the IA), this will be made up of:

- A 25-minute question and answer session that comprises 5 structured questions, developed by CIM.
  - The IA may also ask additional follow-up questions if required.
  - The apprentice will not see the structured questions before the EPA. The questions will address the KSBs identified for assessment within the professional discussion.
- A 25-minute discussion around specific points that the IA wishes to explore with the apprentice which apply to the KSBs for this assessment method: what they did, what they have learnt, results, what they would do differently etc.

The CIM IA will complete a mark-sheet developed by CIM to record assessment judgements. The IA will grade the outcome in accordance with the assessment plan.

Please note that the Professional Discussion will be recorded for assessment quality assurance purposes.

### 5.3e - Grading

Following completion of all elements of EPA, the CIM IA will then provide an overall grade for the Apprenticeship, based on the Apprentice's performance in the three EPA components and using the grading guidance within the Apprenticeship Standard End-Point Assessment Plan and Grading Sheet developed by CIM.

There are three possible grades for the apprenticeship:

- Fail
- Pass
- Distinction

A pass demonstrates that the Apprentice is competent in all criteria of the Apprenticeship Standard. Grading is calculated as per the following table:

Apprenticeship Standard Grading Rules - Sales Executive Level 4			
Work-Based Project	Presentation, including Sales Pitch and Q&A	Professional Discussion	Overall Grade
A fail in one or more assessment method			Fail
Pass	Pass	Pass	Pass
Pass	Distinction	Pass	Pass
Distinction	Pass	Pass	Pass
Pass	Pass	Distinction	Pass
Pass	Distinction	Distinction	Pass
Distinction	Distinction	Pass	Pass
Distinction	Pass	Distinction	Pass
Distinction	Distinction	Distinction	Distinction

**To achieve a distinction 75% or more of KSBs within each assessment method must be demonstrated at distinction level** (with all other criteria at pass). Details of the Pass and Distinction criteria are given in Appendix 2 of the assessment plan.

All judgements made by the IA will be moderated in accordance with the CIM's Internal Quality Assurance Strategy before the Apprentice is notified of the outcome. At each stage of the process results will be moderated by the CIM Lead Verifier prior to being released to the Apprentice, and when all elements are complete the final grade based calculated.

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### 5.3f - Results and Feedback

- Results and feedback for each element of the EPA will be made available to the Apprentice, Employer and Apprenticeship Training Provider ten working days from the date of the last EPA element, following internal quality assurance and moderation.
- Final overall results, grading and the mark sheets for each element of the EPA, which will include feedback for the apprenticeship, will be made available ten working days from the date of the last EPA element.
- CIM will notify the Education and Skills Funding Agency (ESFA) of the outcome to enable CIM to claim the Apprentice's certificate.

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### 5.3g - Resits/Retakes

If the Apprentice fails any element, they may be offered the opportunity to resit/retake, however it is the Employer's decision as to whether the Apprentice may do so.

Employers should consult with their Apprenticeship Training Provider as to whether a resit/retake is the right course of action, and whether additional support and learning is required.

Resits/retakes will not be offered to apprentices wishing to move from pass to distinction.

An individual EPA method resit/retake must be taken within a 6-month period of the previous fail, otherwise the entire EPA must be re-sat/re-taken.

The maximum grade awarded to a resit/retake will be capped at a pass, unless the EPAO identifies exceptional circumstances accounting for the original fail.

Independent Assessors must ensure that Apprentices complete a different work-based project, answer different questions during their professional discussion, and deliver a presentation based on a different brief when taking a resit/retake.

CIM require a minimum of ten working days' notice for any resit/re-take booking.

For resits/retakes assessment costs and policy please email [apprenticeships@cim.co.uk](mailto:apprenticeships@cim.co.uk). These are also available on the Knowledge Base section of ACE360.

## 6

## Withdrawal of an Apprentice

Should an Apprentice withdraw from their programme or fail to complete or wishes to take a break and resume the apprenticeship at a later stage, the Employer must inform CIM, their Apprenticeship Training Provider and the Education and Skills Funding Agency.

Depending on the point of withdrawal, there may be some costs incurred for assessments already taken.

Before changing the status of the Apprentice on ACE360 please could you inform CIM of any apprentices who are withdrawing by emailing us at [apprenticeships@cim.co.uk](mailto:apprenticeships@cim.co.uk)

## 7

## Complaints and Appeals

### Appeals

If the Apprentice or the Employer wishes to appeal any assessment decision, they should refer to CIM's Appeals Policy (Apprenticeships). This is available from [apprenticeships@cim.co.uk](mailto:apprenticeships@cim.co.uk) and is also available on the Knowledge Base section on ACE360.

### Complaints

Any Apprentice or Employer who wishes to complain about any aspect of the End-Point Assessment process other than an assessment decision, should email details of their complaint to [apprenticeships@cim.co.uk](mailto:apprenticeships@cim.co.uk)

The complaints policy is available on the Knowledge Base section on ACE360.

## 8

## Special Consideration

Special consideration may be applied for in cases where the Apprentice has been fully prepared for the End-Point Assessment but their performance or attendance on the day of the End-Point Assessment has been affected by factors beyond their control, such as ill health, an accident or a family crisis that is likely to have had an impact on the Apprentice's performance.

Special consideration is given to an Apprentice relating to events which occur just before, or on the assessment day or the date for submission of an End-Point Assessment. CIM End-Point Assessment Organisation (EPAO) aligns its Special Consideration Policy with regulatory requirements.

If the Apprentice wishes to apply for a Special Consideration, they should refer to the Special Consideration policy and claim form available from [apprenticeships@cim.co.uk](mailto:apprenticeships@cim.co.uk) and is available on the Knowledge Base section on ACE360.