

2022



APPRENTICESHIP PROSPECTUS

LAWSONS

'Family Values - Professional Service'



HERTFORDSHIRE TIMBER
& BUILDING SUPPLIES



FENCING, TIMBER
& LANDSCAPING
SUPPLIES



SOUTHILL SAWMILLS

Witham Timber

OXFORD
FENCING SUPPLIES



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LAWSONS

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Who are we?

Lawsons is the UK's largest independent fencing, timber and builders' merchants and now boasts 36 branches, 740 employees and £200 million turnover. Founded in 1921, we operate across London and the South East of England and we are expanding rapidly.



Excellent Customer Service

Qualification:

This is a Level 2 Apprenticeship – Equivalent to 5 GCSEs (A-C)

Overview:

The role of a sale service practitioner is to deliver high-quality products and services to the customers of their organisation. Your core responsibility will be to provide a high-quality service to customers which will be delivered from the workplace, digitally and face to face. These may be one-off or routine contacts and include dealing with orders, payments, offering advice, guidance and support, meet-and-greet, sales, fixing problems, aftercare, service recovery or gaining insight through measuring customer satisfaction.

Your actions will influence the customer experience, their purchasing and satisfaction with your organisation. You will demonstrate excellent customer service skills and behaviours as well as product and service knowledge when delivering to your customers. You'll provide sales service in line with the organisation's customer service standards and strategy and within appropriate regulatory requirements. Your customer interactions may cover a wide range of situations and can include; face-to-face, telephone, post, email, text and social media.

What's covered in this course?

- Understanding who your customers are
- Internal and external customers
- Understanding customer needs
- Knowing the purpose of the business
- Product and service knowledge
- Your role and responsibilities
- Knowing relevant policies and legislation
- Your company's core values
- Creating a customer focused experience
- Influencing skills
- Dealing with customer conflict and challenge

Course length:

The apprenticeship will take a minimum of 12 months to complete depending on experience.



Functional skills:

The courses will develop and ultimately demonstrate the apprentices' ability to use English and maths skills. These skills are seen as essential by employers and by holding this qualification, you are showing you have the ability to apply them in work situations. If an apprentice has not already achieved level 2 English and maths they will be required to study for and take the tests for level 2 English and maths.

Delivery:

Delivery for this qualification is provided through online training sessions, 1-2-1 Mentoring and graded assessments or knowledge tests.

Who is this ideal for?

People who are the first point of contact for the customer. Ideal for people who enjoy working with customers and are looking to develop their skills and knowledge. Perfect for those looking to develop an understanding of the customer journey and how to ensure business objectives and targets are met. This would be ideal for those working in counter sales and yard staff who are looking to progress in the sale side of the business.

Upon the completion of this apprenticeship, it will lead to eligibility to join the Institute of Customer Service as an Individual member at Professional level.



Trade Supplier - Product, Sales and Customer Service

Qualification:

This is a Level 2 Apprenticeship – Equivalent to 5 GCSEs (A-C)

Overview:

Trade suppliers play a vital role in ensuring the efficient flow of goods and services between manufacturers and the trade customer base. You will build your understanding of the customer journey and improve the customer experience through effective communication and the use of technology. You will learn all aspects of safety in the workplace, including policy, legislation, and application of safety procedures. You will complete BMF product knowledge e-learning and understand your product range. You will learn basic selling skills including business trade awareness and key selling behaviours.

Trade suppliers will typically operate a small warehouse and trade counter, which is visited regularly by professional trade customers who have technical knowledge about what they are buying.

What's covered in this course?

- Learn effective communication skills
- Build your understanding of technology within the workplace
- Demonstrate the organisational standards of presentation and behaviour
- Compliance of legal requirements when serving customers
- Apply safety procedures to safe product handling and storage
- Learn the fundamentals of residential construction
- Understand the various products within your product range
- Understand how to identify specialist customer needs
- Understand the competitors for your organisation
- Understand the administrative policies and procedures
- Learn the importance of trade offers and pricing best practice to drive sales performance
- Demonstrate effective negotiation and influencing skills
- Understand the sales team roles and responsibilities
- Learn basic merchandising principles
- Understand the stocktake procedure for your organisation

Course length:

This is a 12 – 15-month programme



Functional skills:

The courses will develop and ultimately demonstrate the apprentices' ability to use English and maths skills. These skills are seen as essential by employers and by holding this qualification, you are showing you have the ability to apply them in work situations. If an apprentice has not already achieved level 2 English and maths they will be required to study for and take the tests for level 2 English and maths.

Delivery:

Delivery for this qualification is provided through online training sessions, 1-2-1 Mentoring and graded assessments or knowledge tests.

Who is this ideal for?

This ideal for anyone in Yard Operative roles or Counter Sales who are looking to progress into management, specialised trade or supervisory roles in the business.



LGV Driving Apprenticeship

Qualification:

This is a Level 2 Apprenticeship – Equivalent to 5 GCSEs (A-C)

Overview:

The LGV Apprenticeship programme is designed to help drivers get their lorry licence and gain skills to become valued members of an employer's workforce and assist employers who wish to upgrade existing employees' skills and or who want to recruit new staff to fill their vacancies. The aim of the apprentice programme is for drivers to gain their Large Goods Vehicle Driving Licence and if not already obtained, their English and Maths Level 2 qualifications. For 'B' licence holders the category of LGV will be 'C' or 'C+E'.

What's covered in this course?

- Application of LGV provisional licence (including medical, if required).
- Functional skills Maths & English support, if required.
- Theory Test training, preparing for the DVSA Multiple Choice & Hazard Perception (Module 1) and Driver CPC Case Study (Module 2).
- Practical in-cab Driver Training 10 days Course – Cat C & C+E leading into DVSA driving test (Module 3).
- Driver Training for Driver CPC (either preparation for Module 4 Test or for 35 hours Periodic Training as applicable)
- On-site training: 20% Off-The-Job (in work hours) training
- Company specific pre-driver training and post- driver training support, mentoring and monitoring.
- End Point Assessment (Independent Assessor) towards the conclusion of the programme.

Pre-Programme:

- Interview (and employer's usual recruitment process)
- Introduction to the Apprenticeship Programme
- Initial Assessment of English & Maths
- Driving Assessment
- Completion of Drivers Apprenticeship Agreement
- Medical and Provisional Licence Application (if applicable)
- Assignment of Mentor (by employer)
- Confirmation of Job Offer and Contract of Employment
- Towards the conclusion of the programme

Course length:

The apprenticeship will take a minimum of 12 months to complete.



Functional skills:

The courses will develop and ultimately demonstrate the apprentices' ability to use English and maths skills. These skills are seen as essential by employers and by holding this qualification, you are showing you have the ability to apply them in work situations. If an apprentice has not already achieved level 2 English and maths they will be required to study for and take the tests for level 2 English and maths.

Delivery:

Delivery for this qualification is provided through online training sessions, 1-2-1 Mentoring and graded assessments or knowledge tests.

Who is this ideal for?

This programme is ideal for anyone looking to get their HGV licence. Apprentices must hold a valid UK driving licence (at least Category B, i.e. car licence) and be at least 18 years old. There is no upper age limit or restrictions.



Team Leader / Supervisor

Qualification:

This is a Level 3 Apprenticeship – Equivalent to two A-Levels

Overview:

A team leader / supervisor is a first line management role, with operational / project responsibilities or responsibility for managing a team, to deliver a clearly defined outcome. They provide direction, instructions and guidance to ensure the achievement of set goals. Working in the private, public or third sector and in all sizes of organisation, specific responsibilities will vary, but the knowledge, skills and behaviours needed will be the same whatever the role. Key responsibilities are likely to include supporting, managing and developing team members, managing projects, planning and monitoring workloads and resources, delivering operational plans, resolving problems, and building relationships internally and externally.

What's covered in this course?

- Becoming a great role model
- Thinking strategically
- Becoming a great operator
- Managing a high performing team
- Personal effectiveness
- Project management

Course length:

This is a 12 – 15-month programme

Functional skills:

The courses will develop and ultimately demonstrate the apprentices' ability to use English and maths skills. These skills are seen as essential by employers and by holding this qualification, you are showing you have the ability to apply them in work situations. If an apprentice has not already achieved level 2 English and maths they will be required to study for and take the tests for level 2 English and maths.

Delivery

Delivery for this qualification is provided through online training sessions, 1-2-1 Mentoring and graded assessments or knowledge tests.

Who is this ideal for?

This is ideal for anyone who has been newly promoted into a team leader role or is in a first line management role, with operational / project responsibilities. Perfect for Yard Foreman, Department Managers, Assistant and Branch Managers. On completion, apprentices may choose to register as Associate members with the Chartered Management Institute and/or the Institute of Leadership and Management, to support their professional career development and progression.



Excellence in Sales and Service

Qualification:

This is a Level 3 Apprenticeship – Equivalent to two A-Levels

Overview

The main purpose of a Sales Service specialist is to be a 'professional' for direct customer support. You are an advocate of Customer Service who acts as a referral point for dealing with more complex or technical customer requests, complaints, and queries.

You are often an escalation point for complicated or ongoing customer problems. As an expert in your organisation's products and / or services, you share knowledge with your wider team and colleagues. You gather and analyse data and customer information that influences change and improvements in service. Utilising both organisational and generic IT systems to carry out your role with an awareness of other digital technologies.

What's covered in this course?

- Understanding continuous improvement
- Understanding your business strategy
- The value of good customer service
- Identifying customer needs
- The customer journey
- Service improvements
- Ownership and responsibility
- Equality
- Team working
- Industry best practice
- Dealing with complex issues
- Understanding what drives needs

Course length:

The apprenticeship will take a minimum of 15 months to complete depending on experience.

Functional skills:

The courses will develop and ultimately demonstrate the apprentices' ability to use English and maths skills. These skills are seen as essential by employers and by holding this qualification, you are showing you have the ability to apply them in work situations. If an apprentice has not already achieved level 2 English and maths they will be required to study for and take the tests for level 2 English and maths.

Delivery:

Delivery for this qualification is provided through online training sessions, 1-2-1 Mentoring and graded assessments or knowledge tests.



Who is this ideal for?

This is ideal for those in customer focused roles such as the Lawsons Telesales role or those looking to progress into the Telesales role and are looking to further develop their skills and knowledge.

Upon the completion of this apprenticeship, it will lead to eligibility to join the Institute of Customer Service as an Individual member at Professional level.



Learning Mentor

Qualification:

This is a Level 3 Apprenticeship – Equivalent to two A-Levels

Overview:

The Learning Mentor apprenticeship is an exciting and supportive programme which enables learners to support and mentor people of all ages and all levels. Whilst mentoring has been used widely as a practice for several years and provides the foundation of vocational training and apprenticeships, this is the first formal recognition of this role. The learner mentor will have sector specific experience and qualifications, which they can use to guide and advise a learner who is less experienced or new to a role. The learner mentor is therefore able to support the development of their learners' knowledge, skills and behaviours throughout their programme and in practical work environments.

What's covered in this course?

- Support learners to develop with in a new role / vocational / subject area combined with skills necessary to support learners
- Support the development of learner's skills and behaviours
- Apply theoretical learning to practical work environments
- Advise, Guide, and supervise learners to acquire the most benefit from their programme
- Identify and refer issues relevant to learner's progress and wellbeing to educate providers and / or workplace colleagues
- Collaborate with the wider education team to review learner's progress
- Be vigilant in safeguarding learners and others in contact with them.

Course Length:

This is a 15-18 month programme

Functional skills

The courses will develop and ultimately demonstrate the apprentices' ability to use English and maths skills. These skills are seen as essential by employers and by holding this qualification, you are showing you have the ability to apply them in work situations. If an apprentice has not already achieved level 2 English and maths they will be required to study for and take the tests for level 2 English and maths.



Delivery

Delivery for this qualification is provided through online training sessions, 1-2-1 Mentoring and graded assessments or knowledge tests.

Who is this ideal for?

People with a strong aspiration to support learners and who has a qualification or extensive experience in the vocational area/ subject. This would be aimed at management levels across the Lawsons group.



Senior Sales

Qualification:

This is a Level 4 Apprenticeship – equivalent to higher national diploma (HND), or certificate of higher education (Cert HE)

Overview:

A sales executive plans their sales activities, leads the end-to-end sales interaction with the customer and manages their sales internally within the branches. They may be responsible for retaining and growing a number of customer accounts and managing day-to-day requirements. Alternatively, they may undertake the role of a sales consultant by contacting prospective customers, responding to enquiries, qualifying opportunities and managing the sales process to a mutually acceptable close. A Sales Executive is able to conduct a customer needs analysis for simple solutions by linking features and benefits to customer requirements so they can assemble straightforward solutions. A Sales Executive would be expected to develop customer relationships by establishing rapport and building trust and confidence in their own, and their company's capabilities through demonstration of product knowledge.

What's covered in this course?

- Building and maintaining stakeholder relationships
- Understanding and establishing customer needs
- Managing the customer experience
- Sales negotiation and influencing
- Using digital technology to support the sales cycle
- Sales planning and preparation in order to grow customer accounts
- Understanding our market
- Gathering intelligence and financial awareness
- Formal review and EPA countdown

Course length:

This is a 15-18 month programme

Functional skills

The courses will develop and ultimately demonstrate the apprentices' ability to use English and maths skills. These skills are seen as essential by employers and by holding this qualification, you are showing you have the ability to apply them in work situations. If an apprentice has not already achieved level 2 English and maths they will be required to study for and take the tests for level 2 English and maths.



Delivery

Delivery for this qualification is provided through online training sessions, 1-2-1 Mentoring and graded assessments or knowledge tests.

Who is this ideal for?

This programme is ideal for sales people who are working in both Business to Business (B2B) or Business to Consumer (B2C) markets. This would also be an ideal course for the External Sales Reps or someone looking to move into an external sales role but who has a number of customer accounts they are currently looking after.

