

ISP Level 3 Sales ITTSA End Point Assessment Final Feedback

Learner Details

Learner Name:	Charlie McLellan
Learner Job Title:	Internal Sales Executive
Unique Learner Number:	9780523757

Employer Details

Employer Name:	Reliance High Tech Ltd
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Training Provider Details

Training Provider Name:	Pareto
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Independent Assessor Feedback

	Main strengths across the EPA elements	Main areas for improvement across the EPA elements
Employer Reference & Portfolio	<p>The employers' reference provides an impression of the applicant's performance and the required behaviours of the ITTSA apprenticeship. The apprentice hadn't read his ER so couldn't comment with regard to whether he felt it was accurate. The apprentice was asked to provide his best example of being "commercially aware" which was highlighted in his ER. He spoke of being part of building a cloud team within his organisation.</p> <p>The apprentices' portfolio provided a sound demonstration of the required ITTS competencies. He provided evidence of consistent professional behaviour, secure data handling and a solid grasp of his technical solutions within Reliance High-Tech's portfolio. His communication skills are well-developed and adaptive, showing maturity in his written, verbal, and diagrammatic formats. The apprentice demonstrates effective use of CRM and analytical systems, applying them confidently in sales situations. His project management and problem-solving capabilities are clearly structured and well evidenced.</p>	<p>If the apprentice had have provided clearer reflections, reduced repetition and provided stronger analysis of evidence his portfolio may well have obtained a distinction grade.</p>
Synoptic Project	<p>The apprentice chose project A, "A New Opportunity". The apprentice demonstrated a sound understanding of the full sales lifecycle and showed clear application of all competencies. The discovery and qualification stages were thorough, using structured frameworks such as BANT effectively. The apprentices' proposal was commercially sound,</p>	<p>No areas for improvement identified.</p>

	<p>technically informed and closely aligned to customer needs, showcasing confident communication, listening and problem-solving skills. The apprentice demonstrated professionalism, ownership and a consultative sales approach throughout.</p>	
Interview	<p>This was a very impressive professional discussion. The apprentice was credible, confident, commercially aware and customer-centric. He has a very good understanding of his role along with the sales lifecycle and he applies that knowledge in real situations with impressive professionalism. His ER, synoptic project and portfolio all align to showcase consistent competence, excellent behaviour and maturity.</p> <p>He spoke well about Martyns' law (named in memory of Martyn Hett, one of the victims of the Manchester Arena attack) explaining that the law introduces a new legal framework to strengthen security and safeguarding measures for schools and public venues, which had opened up a number of opportunities, which he discovered by using his own initiative.</p> <p>The apprentice was relevant, thoughtful, precise and spoke with great clarity, which was reflected in all his documents, within the EPA.</p>	<p>The apprentice may benefit from reading "More Sales, Less Time" by Jill Konrath, which describes itself as a sanity guide for busy salespeople.</p>



Summative Feedback	<p>The apprentice has demonstrated consistent learning and growth across all areas of his EPA. He communicates clearly and confidently with customers, colleagues and senior stakeholders, adapting his approach to suit each audience. He has experimented with all that he has learned from the apprenticeship and spends time reflecting and then adapting his "how", whilst not being afraid to stop using a method that proves ineffective for him. His discovery, qualification and sales process skills are mature; he applies structured methodologies such as BANT and the 5Ws & H, builds strong customer relationships and produces well-reasoned, commercially sound proposals. He is affable, engaged and coachable with an analytical and customer-focused mindset.</p> <p>Charlie has demonstrated the necessary knowledge, skills, and behaviours of the Level 3 IT Technical Sales apprenticeship.</p> <p>Many congratulations Charlie and I wish you every success in your future. Well done!</p>
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Report and Grade Justification

Competence	Insufficient Evidence	Pass	Significantly Above
The 'What' What the apprentice has shown they can do	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
The 'How' The way in which the work has been done	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
The 'With Whom' The personal and interpersonal qualities the apprentice has brought to internal and/or external relationships	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

Grade	Requirements
Pass	Each of the three sets of criteria must demonstrate at least the expected (minimum requirement) level of quality
Merit	The What has to be significantly above the level of quality and one of either the How or the With Whom has to be significantly above the level of quality expected
Distinction	Each of the three sets of criteria must be significantly above the expected level of quality

Final Grade:	Distinction
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Assessor Signature	
Date	16/11/25