

How to write a winning Apprenticeship application



www.gov.uk/apply-apprenticeship

Find an apprenticeship

Find an apprenticeship in England.

You can apply for apprenticeships in [Scotland](#), [Northern Ireland](#) and [Wales](#).

Search

You can also:

- [sign in](#) to your account
- [create an account](#) to manage your applications and get alerts about new apprenticeships

Contact

National Apprenticeship Service

nationalhelpdesk@findapprenticeship.service.gov.uk

Telephone: 0800 015 0400

[Find out about call charges](#)

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Click on the 'Search' button.

Find an apprenticeship

Search and apply for an apprenticeship in England

Search

Browse

Keywords (optional)

Can include job title, employer or reference number

All

Your location

Enter postcode, town or city or [use current location](#)

Within

5 miles

Apprenticeship level

All levels

Only show

☐

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[How to search for an apprenticeship](#) (interactive walkthrough)

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Let's start searching for some available Apprenticeships. You do not need to create an account to search, but you will need one when you actually want to start applying. There is an interactive walkthoug under 'Help'.

Find an apprenticeship

Search and apply for an apprenticeship in England

Search

Browse

Keywords (optional)
Can include job title, employer or reference number

All business

Your location
Enter postcode, town or city or [use current location](#)

CM9 4NB

Within

15 miles

Apprenticeship level

Intermediate

Only show
☐ Disability Confident

Search

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If you know the job you are interested in, you can type it in the 'Keywords' search box, otherwise you can use the 'Browse' tab to look at the different sectors. Enter your home postcode then select 'Within 15 miles' as your search criteria. Next select the level of Apprenticeship you are searching for ie. Intermediate/Advanced/Higher and then click on 'Search'.

Search results

We've found **40** apprenticeships in your selected area.

[Receive alerts for this search](#)

Edit search

[More/less detail](#)

Sort results

Best match

Keywords (optional)

-- Refine search --

business

Your location

CM9 4NB

[Use current location](#)

Within

15 miles

Apprenticeship level

Intermediate

Only show

☐ Disability Confident

Update results

[Start again](#)

[Customer Service within the Sales Team](#)

THE BUSINESS SUPPLY NETWORK LIMITED

(Added 05 Nov 2019 - 2 positions available)

This is a great opportunity for enthusiastic, friendly and committed individuals to join us and start their career. As we continue to expand, we are looking to recruit Apprentice Customer Service Advisors to join our friendly Sales Team. You must be able and willing to speak to customers over the phone and be driven to exceed targets!!

Distance: 13.5 miles [Journey time](#)

Closing date: 28 Feb 2020

Possible start date: 02 Mar 2020



[Business Administrator Apprentice](#)

Raynor Foods Ltd

(Added 20 Dec 2019 - 1 position available)

We are currently recruiting for a Business Administrator Apprentice to join our Science and Innovation team. This is a fantastic hand on opportunity for

You will then see a Search Results page which tells you how many Apprenticeship vacancies there are today, in the sector you have chosen. This can change on a daily/weekly basis as these are 'live' vacancies so you need to keep checking regularly.

Customer Service within the Sales Team

THE BUSINESS SUPPLY NETWORK LIMITED

[Return to search results](#)

[Print this page](#)

This is a great opportunity for enthusiastic, friendly and committed individuals to join us and start their career. As we continue to expand, we are looking to recruit Apprentice Customer Service Advisors to join our friendly Sales Team. You must be able and willing to speak to customers over the phone and be driven to exceed targets!!

[Sign in to apply](#)

Closing date: 28 Feb 2020

Apprenticeship summary

Monthly wage
£610.00

Working week
Monday to Friday 08:45 – 17:00
Total hours per week: 32.50

Expected duration
14 months

Possible start date
02 Mar 2020

Date posted
05 Nov 2019

We are looking to recruit highly motivated individuals who understand the high volume of productivity required to be successful.

Progression is important to us here at The Business Supply Network and most importantly, we are looking for people to grow within the business.

The 2 partners will fully train all successful applicants on an ongoing daily basis. You will learn fully about how the products they sell work and why the companies need to use them. You will also be trained how to speak to clients in a certain way whilst using the telephone.

At the Business Supply Network, we value our employees and provide full training to ensure those working with us are the best in the industry. As we continue our growth throughout the next few years, opportunities to progress within the business will present themselves, as the company will be looking for management material for the future.

You can then start looking through the available jobs, and for more information click on the job title. You will see an 'Apprenticeship Summary page' which gives you information about the job role, the salary, working hours and possible start date.

Ensure you check the 'Possible Start Date' on this page, as it is no good applying for a job that starts before you are due to leave school (end of June). You will also need to be 16 years old before you can start an Apprenticeship.

Requirements and prospects

Desired skills

- Clear verbal communication skills via the telephone
- Attention to detail and quality
- Empathetic to customer needs
- Professional

Personal qualities

- Hungry for further learning and development
- Personable
- Driven and determined
- Outgoing
- Focused
- Adaptable
- Well spoken and presented

Desired qualifications

No formal qualifications are required. However, applicants should be IT literate, confident to talk on the telephone and willing to undertake training as required.

Future prospects

A permanent position will be available to those who are successful.

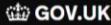
Things to consider

- Please be advised Central Training Group will be managing all applications for this vacancy
- You must attend an interview with Central Training Group. Your application will be rejected without attendance
- Please consider your travel arrangements to and from this employer before applying
- Should you have any further questions please contact CTG on 0800 783 2901
- By contacting the employer you may jeopardise your application, please contact Central Training Group if you have any queries

As you go down the page you will see 'Requirements & Prospects'. It is important that you meet the entry criteria particularly for the desired qualifications, and you should make separate notes about the desired skills and personal qualities they are looking for as you will need to refer to these again if you decide to apply.

How to create an account

Either on the individual vacancy page, or on the initial first search page, you need to click on 'Create Account' in the top right hand corner. Then under 'New to this Service' click again on 'Create an Account'. If you have previously created an account you can just 'Sign In' using your email and password.

 **GOV.UK**

Find an apprenticeship

[Sign in / Create account](#)

Sign in

Email address

Password

[I can't access my account](#)

[Sign in](#)

New to this service?

If you haven't used this service before you must [create an account](#), even if you already have an existing account with "Apprenticeship vacancies".

Creating an account allows you to:

- apply for an apprenticeship or traineeship
- track your apprenticeship applications
- receive alerts about new apprenticeships

[Activate your account](#)

Create an account

Your details

First name

Last name

Date of birth

Day Month Year

Contact details

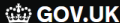
Enter your postcode or start typing address

[Or enter address manually](#)

Address

Complete all the sections here. You will need a suitable personal email address (not a school email) and a password. (*Password requires upper and lowercase letters, a number and at least 8 characters) then click to accept the terms and conditions then click on 'Create Account'.

You will then be emailed an activation code. You will need to log in to your email account to retrieve this code before continuing (you may need to check your junk email folder in case it goes in there)

 **GOV.UK**

Find an apprenticeship

Lynne Pembroke [Sign out](#)
[My applications](#) [Settings](#)

Activate your account

An email has been sent to lynne@directions-careers.co.uk. It'll contain a 6-character code that you'll need to activate your account.

Activation code

Activate account [Resend code](#)

You must activate your account within 30 days of receiving your activation code. After 30 days your account will be deleted and you'll need to register again.

Enter the 6 character code in the box that says 'Activate your Account' then select the Activate Account button. You must activate your account within 30 days or you will have to start the process again.

Tell us more about you

Please give us a little more information about you. This will help us to understand how effective the service is.

Are you?

- ☐ Male
- ☐ Female
- ☐ Other
- ☐ Prefer not to say

Do you have a learning difficulty, disability or health problem?

- ☐ Yes
- ☐ No
- ☐ Prefer not to say

[Why we collect this info](#)

Is there anything we can do to support your interview?

For example, do you need a signer or information in braille

- ☐ Yes ☒ No

What is your ethnic group?

Complete all of the questions by clicking in the circles, then click on 'Save and Continue'.

You can then apply by selecting the 'Apply for Apprenticeship' button (there is one at the top and the bottom of the page showing the job you are interested in). **This will then take you directly to the application form if the employer is using this service. Some employers advertise here but you will automatically be redirected to the employers own website to apply. This is likely to be very different to the application form that this guide has explained, although all of the advice given here should also help you when completing other applications.**

You will see that the details you put in when you started to create your account are automatically entered. If these are not correct they can be changed in 'settings'.

Education
Name of most recent school or college

Years attended
Started Finished

Qualifications
Do you have any qualifications?
If you don't know your results yet, enter your predicted grades. These are grades your teacher expects you to get.
☒ Yes ☐ No

Type of qualification

Year

Subject

Grade

You will then need to add all of the following:

- Your education details ie. the name of your school/academy/college plus the dates you started and when you will finish (ie. 2020)
- Under 'Qualifications' click the 'yes' box which will then allow you to add any subjects you have already gained a qualification in, and also the qualifications that you are currently studying
- Under 'Type of Qualification' use the drop down list to select the type of qualification ie. GCSE/BTEC
- In the 'Year' box add the date you completed it or are due to complete it (ie. 2020)
- In the 'Subject' box type in the subject ie. Maths, English, Science
- In the 'Grade' box add the grade achieved OR the grade you are predicted to achieve by putting a tick in the 'predicted' grades' box underneath
(You can include things like Duke of Edinburgh, Sport or Dance Awards, Asdan, St Johns Ambulance etc.)
- Remember to go back into your account and edit these grades once you have received your 'actual' grades in August
- Ensure you press the 'save this qualification' button after each qualification entry you make
- Continue with the form by adding any work experience details (either paid work, work experience/shadowing or any voluntary work you have undertaken)
- If you have attended any training courses you can add these where appropriate

You will then need to answer three 'about you' questions which are:

1) What are your main strengths?

This is a very important part of the application form and you need to put in a lot of work to get this right. Remember to give examples of your strengths if you can. For example, if the employer asks for 'Good communication skills' then you need to tell them that you have 'Good communication skills' but also think about how you could evidence this. For example you could say something like:

'I feel that I have very good communication skills. As a keen team member of a local football team, it is crucial that we communicate constantly when on the pitch to ensure that everyone can work together to win the game. I have been praised by the team captain for the way that I communicate effectively on the pitch, saying that I am calm, motivational and fair'

The job advert needs to be the starting point for your 'strengths' section. By reading it carefully, you can start to identify the skills and attributes that the employer is looking for.

The first place to look for the 'buzz words' is in the apprenticeship summary within the job advert. This section will contain information about the kinds of tasks that you would be expected to complete.

! Tips

- Have a look through the job advert and either print it off and circle all of the buzz words, or write them all down so that you have a checklist of the kinds of words that you could try to include in the 'About You' section of the application form.

Apprenticeship summary

Weekly wage £150.00	At MTR you will work as the office administrator dealing with all customer queries either via telephone or face to face as well as writing reports and attending client meetings. This is a fast-paced environment where no two days will ever be the same with your role varied job role. If you are organised and confident then apply now for this role and kick start your CAREER WITH MTR !
Working week 9.15am to 5.45pm (37.5 hours over 5 days)	
Apprenticeship duration 24 months	Below are some of the roles you will carry out:
Possible start date 25 May 2015	<ul style="list-style-type: none">• Working on the reception area of the office• Meeting and greeting visitors who enter the office• Writing up reports• Attending client meetings if and when required• Answering internal and external telephone calls• Researching and dealing with all queries from clients• Researching on the internet
Date posted 6 days ago	<ul style="list-style-type: none">• Using the internal diary and computer system• Sending and receiving emails and letters to clients• Scanning, printing and photocopying documents• Storing and retrieving of information• Organising, inputting and reporting data on to the company system• Filing away and maintaining internal documents• Continuously providing excellent customer service
Apprenticeship level Intermediate Level Apprenticeship	
Reference number VAC000622114	

The second place to look for 'buzz words' is the sections at the bottom of the job advert that are titled Requirements and Prospects and Other information.

Remember to try and include examples of your skills and personal qualities in your application.

Requirements and prospects

Desired skills We are looking for applications from individuals who have the following skills: <ul style="list-style-type: none">• You need to be confident and have the ability to quickly respond to the need for client experience.• Communication skills are vital in this role, successful applicants will be able to cope with a clear and professional telephone manner!• You must have good time management skills you must be a punctual person and be on time for work and any meetings.	Future prospects Full time position for the right apprentice. Things to consider: <ul style="list-style-type: none">• Can you travel there? Please check links below: http://www.bristolair.info Or www.basemagdirect.info• This role involves dealing with both internal and external customers, you must be confident when dealing with people at all levels.• This role may involve unsociable hours – you must have a flexible approach to your work.• Travel costs will be incurred to get to work, and to access the training.• You must have a customer focused approach whilst handling a large volume of queries.
Qualifications required No formal qualifications required.	

! Tips

- If the employer is asking for GCSE grades A*-C and you did not achieve these grades, it could still be worth applying for the job. You would need to say that you were willing to work towards achieving Functional Skills within the duration of the apprenticeship framework.
- Remember to print off or save a copy of the job advert as you will need to use the advert to help you to prepare for interview (if you are invited to attend one) and you will also need to take a copy of the advert with you to the interview.

The job advert needs to be the starting point for you to complete the 'Strengths' section. By reading it carefully, you can start to identify the skills and attributes that the employer is looking for. The first place to look for the 'buzz words' you will need to include in your application is in the 'Apprenticeship Summary' section of the job advert. This section will contain information about the kinds of tasks that you would be expected to complete. The second place to look for 'buzz words' is in the 'Requirements & Prospects' section at the bottom of the advert. Print off the job advert and then circle the relevant words that you can then use in this section by giving examples of your skills and qualities in your application.

2) What skills would you like to improve during this apprenticeship?

You only need to write a good paragraph of a few sentences that answer this question, but in a clever way and linked directly to the job that you are applying for. For example, if you were going for a job in the IT Industry you could say something like this: 'I would like to improve my knowledge and awareness of the latest programming techniques being used in the workplace which could then increase efficiency and decrease costs to the employer' Or if you were going for a job in hairdressing you could say something like this: 'I would like to improve my knowledge of the latest cutting and colouring techniques being used within the fashion industry and how these could be adapted to suit high street fashion trends'

3) What are your hobbies and interests?

Be careful about what you write in this section. You need to remember that the employer will use this section (and all of the application form) to start to create an impression of the kind of person that you are. It is quite likely that if you are invited for interview, that the employer will use this section to help to 'break-the-ice' and make you feel more comfortable in your interview. They might start by asking you something like 'I notice from your application form that you are interested in films. What was the last film that you saw and what did you like about it?'

The only thing that they may change is to ask you two questions that are relevant to their job application. They will be displayed at the bottom of the application form and will look something like this:

You do need to answer these questions and you need to think about the job advert, the employer and what you can tell them that might make you stand out from other applicants.

You should research their company through the internet so that you can tell them something interesting about your future career plans in that industry.

Other typical 'Employer' questions that you might see could include:

- Why do you feel you are a suitable candidate for this role?
- Why are you interested in completing an apprenticeship?
- Where do you see yourself in 5 years time?
- What experience of dealing with customers do you have?

There may also be additional questions from the employer and these must be answered if you want your application to be progressed.

You need to think about the job advert, the employer and what you can tell them that might make you stand out from other applicants. You should research their company through the internet so that you can tell them something interesting about your future career plans in that industry. Other typical 'employer' questions that you might see could include: –

- ❖ Why do you feel you are a suitable candidate for this role?
- ❖ Why are you interested in completing an apprenticeship?
- ❖ Where do you see yourself in 5 years time?
- ❖ What experience of dealing with customers do you have?
- ❖ What qualities do you think are important in this job role?
- ❖ What do you think makes the difference between a good customer experience and an excellent one?

When you have completed all the sections you can then select 'save & continue'.

You will now see the completed application form and you need to check it to ensure it has the correct information and that there are **NO** spelling or grammar mistakes! When you are happy it is correct you can press the 'submit application' button.

All of the information you have saved will now stay in the application form for any future jobs you apply for. Once you are logged in and apply all the information will automatically be uploaded into your application. You can apply for as many jobs as you wish at the same time. *(Remember to update and change your application form each time when you get to the employer questions section, so that it is relevant to the job that you are applying for).*

WHAT HAPPENS NEXT?

Once your application is submitted it will be looked at after the closing date and if you are shortlisted you will be put forward for an interview, normally with the Training Provider first to undergo Literacy & Numeracy tests *(you will need to meet a minimum standard)*, followed by the Employer. If you are successful you will be notified and a start date agreed. If you are not shortlisted you will be informed and given feedback via your account which should help you with future applications.

If you wish to receive an alert whenever there is a new vacancy that matches any 'saved searches' go in to your 'settings' and tick the box for email/text alerts. You will still need to check the site regularly *(at least weekly)* to ensure you do not miss anything or to continue with any applications you have started but need to finish before the deadline date. You can also choose to receive other notifications in your account settings by ticking the relevant boxes.

WHAT THE SHORTLISTERS SAY:

"A busy shortlister is looking for a reason to reject you as much as to offer you a place. Don't give them an excuse to put you on the 'no' pile because of a poor application"

"Your application must be submitted on time and be free from errors. Weak applications are written in a hurry and are under-prepared"

"Good applicants have well written application forms where they have taken the time to give examples of their skills and have a good balance between academic achievement and enthusiasm for the job/industry that they are applying for"

"Your application needs to sell you, be engaging, show your interest and enthusiasm and give an insight into your personality. Avoid humour though, this is still a professional document"

"Avoid poor spelling, grammar and punctuation. This is critical if you want to be taken seriously in your application. Ask someone else with a good eye for detail to proofread your application before you submit it"

"When we shortlist, we do look to see if the applicant has the desired GCSE results that the employer is seeking. However, this isn't the only thing that we look at. If the applicant can demonstrate that they have taken the initiative to set up and undertake work experience to add to their skills then this is sometimes enough to get them through to interview"

Employers are looking for various qualities and characteristics in a potential employee. Use the following list of words to help you when describing yourself, whether in an application or at interview:

Able	Drive	Keen
Accurate	Dynamic	Knowledgeable
Adaptable	Educated	Leadership skills
Alert	Effective	Loyal Mature
Ambitious	Efficient	Methodical
Analytical	Energetic	Objective
Articulate	Enjoy a challenge	Organised
Assertive	Enthusiastic	Patient
Astute	Fast learner	Perceptive
Bright	Fast worker	Persistent
Capable	Flexible	Polite
Calm	Focused	Positive
Confident	Friendly	Practical
Committed	Good communicator	Pro active
Common sense	Gifted Hardworking	Punctual
Competent	Helpful	Rational
Computer literate	Highly motivated	Reliable
Consistent	Honest	Resourceful
Cooperative	Imaginative	Responsible
Cope under pressure	Impressive	Supportive
Creative	Insightful	Tactful
Decisive	Inter personal skills	Team player
Dedicated	Independent	Tenacious
Dependable	Innovative	Thorough
Desire to succeed	Initiative	Trustworthy
Determined	Intelligent	Versatile
Diplomatic	Intuitive	Willing
Diverse		

There are a variety of ways you can describe yourself and your strengths. Try using the following:

‘I am...’

- Skilled at...
- Excellent at...
- A skilful...
- Able to...
- Competent in...
- Very good at...
- Extremely good at...
- Talented at...
- Familiar with...
- Qualified to...

Interview Checklist

Do you know how to make a positive first impression at a job interview? Use this checklist to help prepare for your interview.

Prior to submitting an application:

- Ensure your voicemail message on your mobile phone is appropriate
- Make sure your email address is sensible and will represent you in a mature way
- Spell and grammar check your CV and ensure it is up to date

Prior to interview:

- Research the organisation and job that you are applying for
- Prepare at least 2 or 3 questions that show an interest in the job and organisation
- Work out how to get to the interview and how long the journey will take allowing enough time to arrive at least 15 minutes early
- Prepare answers to some typical interview questions e.g. 'why do you want this job?'
- Prepare examples of when you have used skills relevant to the job

Appearance:

- Take a bath or shower prior to interview
- Wear clean and ironed clothing
- Wear appropriate clothing and footwear – formal shoes, not trainers
- Wear matching socks
- Polish/clean your shoes
- Make sure your hands and fingernails are clean
- Wear conservative makeup, accessories and jewellery (including nail varnish)
- Brush your teeth
- Wear subtle perfume/aftershave
- Cover tattoos with long sleeves
- Remove facial piercings (one set of small earrings is fine)
- Remove chewing gum prior to interview

Body Language:

- Shake hands firmly
- Smile
- Sit when you are offered a seat
- Use good posture, sit up straight
- Be attentive, nod or take notes
- Make eye contact but avoid staring
- Avoid negative behaviour (yawning, crossing your arms, checking your watch, looking at your feet)
- Be composed (no fidgeting, playing with hair, tapping your feet)

Attitude:

- Be respectful
- Be positive and enthusiastic
- Be attentive
- Be knowledgeable about the company
- Use the interviewer's name
- Be professional and mature

Responsiveness:

- Bring a copy of your CV, the application form and the job advert with you
- Bring a pad and pen to take notes if necessary
- Switch off your phone or set to silent (turn off vibrate as this can still be heard)
- Be on time (even better – be early)
- Use interviewer's title and surname (address as Mr/Ms)
- Refer to the job advert/job description when answering questions
- Show enthusiasm
- Speak clearly, using proper grammar
- Avoid slang, swear words and suggestive language
- Answer questions clearly and concisely
- Focus on your strengths
- Avoid interrupting the interviewer

Closing the interview:

- Ask any questions about the organisation/job that you prepared prior to the interview
- Stand and shake hands
- Thank the interviewer for his/her time
- Emphasise your interest in the job
- Ask when a decision will be made

Final checklist:

Before you submit make sure you...

- ☐ Check the closing date for applications to be submitted
- ☐ Ask someone to read your application to check for spelling and grammar mistakes
- ☐ Include some examples of your skills, not just a list of strengths
- ☐ Check your application is relevant to the job advert and that you have used some of the 'buzzwords.'
- ☐ Save a copy of your application
- ☐ Print off a copy of the job advert and your application
- ☐ Check the location of the job that you have applied to. Check that you have answered all of the questions