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Badger Sets Out Secrets of Sales

A former finalist on The Apprentice is revealing the secrets of her success in a podcast that is now available on Lincolnshire County Council's Teenage Services website at www.c4yp.co.uk

Ruth Badger, runner-up in the second series of The Apprentice and presenter of the TV show Badger or Bust is interviewed by an animated character who quizzes the business professional about how to get on in a career in sales, as well as offering advice on how to progress in a job.

Offering straightforward advice and tips based on her career and personal experiences, Badger says: "Sales is unlike any other career. The pace is often fast, frantic and furious – and nothing short of your best every time is acceptable. But it also offers great excitement and rewards for those who want them.

"My advice to young people considering a career in sales, or any other career, is to get hands on experience in the workplace with an employer who will invest in developing your skills through an apprenticeship. The combination of real experience mixed with academic learning is a recipe for personal success."

Nick Rashley, area director, LSC Lincolnshire and Rutland, says: "Ruth's inspiring podcast offers young people the inside track from a respected and recognised business entrepreneur. There's no better advocate of work-based learning than someone who has seen first hand how it benefits skills in the workplace."

Sal Thirlway, Head of Teenage Services, Lincolnshire County Council, adds support: "This podcast is a 'must see' for all young people considering a career in sales. Ruth offers inspiration to young people, providing them with a greater insight into managing their own progression, as well as giving them a real flavour of the breadth of opportunities. We hope this podcast helps them to make up their minds about what to do next."

The podcast is approximately three minutes long and downloadable at Connexions podcast zone on Lincolnshire County Council's Teenage Services website at www.c4yp.co.uk.

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Notes to Editors

Learning and Skills Council

- The LSC exists to make England better skilled and more competitive. We are responsible for ensuring the availability of high-quality education and training for everyone. We have a single goal: to improve the skills of England's young people and adults to world class standards. Our vision is that young people and adults in England have knowledge and skills matching the best in the world and are part of a truly competitive workforce. We work nationally, regionally and locally to deliver this ambition on behalf of learners and employers. Visit www.lsc.gov.uk/inourhands
- Lincolnshire County Council's Teenage Services provides advice, guidance and personal development services to all 13-19 year olds in the city and county. Personal Advisers based in schools, colleges, youth centres and high street drop in 'one stop shops' give professional and confidential advice on a range of subjects from careers and education to drug abuse, homelessness and teenage pregnancy.

- More information on Lincolnshire County Council's Teenage Services is available from www.c4yp.co.uk

