Selling

Competences taught of the program

Selling of products or services
Prospection of pentential customers (by mail, telephone and direct contact)
Prospection of potential customers using a set of targeted and specific arguments (pitch book based)
Negotiating terms of sale(s): Prices, deadlines, quantity...
Taking orders and dealing with them
Managing Customer loyalty



Our students'on-the-job training periods traditionally take place in :

Wholesale Industrial and commercial businesses
Commercial companies
Commercial travelers with multiple licenses/ sales agents

Commerce

Competences taught of the program

Welcoming and informing customers or users

Carrying out selling procedures and tracking of sales information Receiving goods and replenishing of shelves

Adding value to and promoting products Preparing and implementing sales events

Taking part in the shelves trade managment



Our students'on-the-job training periods traditionally take place in :

Retail companies (that distribute goods or services

Production companies with an integrates retail department