

Selling

Competences taught of the program

Selling of products or services

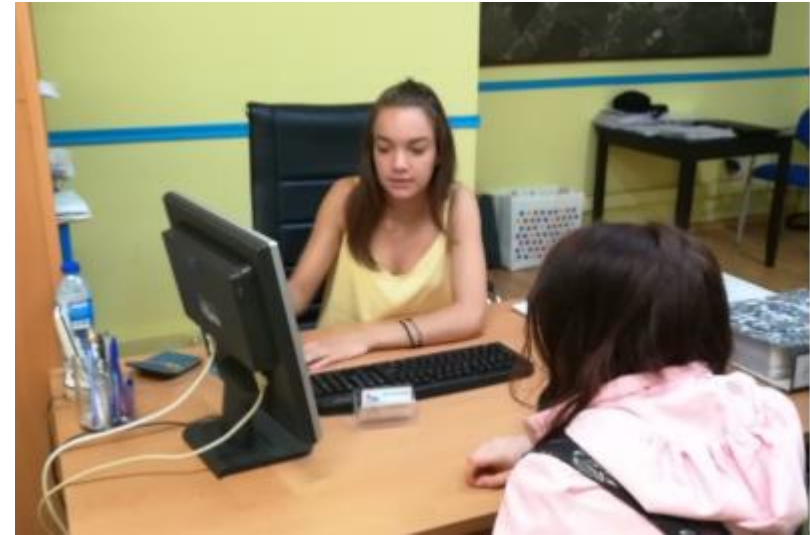
Prospection of potential customers (by mail, telephone and direct contact)

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 management



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