



RÉPUBLIQUE  
FRANÇAISE

Liberté  
Égalité  
Fraternité

**GIP FIPAN**  
ACADÉMIE DE NICE

## Advanced vocational diploma (BTS) in technical solutions consultancy and marketing



Formation éligible  
au CPF



Formation réalisable  
en alternance

Grasse

### The benefits of training

Our indicators can be consulted on the website : <https://www.inserjeunes.education.gouv.fr/diffusion/accueil>

## TRAINING

### OBJECTIVES

- As part of a sales team, advise on and sell technological solutions. :
- prospect to develop their business portfolio in a territory or sector of activity.
  - identify and analyse their customer's needs to help them formulate their expectations.
  - develop, present and negotiate a technical, commercial and financial solution tailored to each situation, incorporating technological, legal and standards developments that respect societal and environmental concerns.
  - develop a relationship with their customers based on a sustainable, personalised and value-creating sales approach.
  - act as an interface between the company, its customers and suppliers.
  - work as part of a team in a cross-channel context, keep a technological watch there to interest their customers and team.
  - monitor and evaluate individual and collective sales performance.

### PROGRAMME

#### Development and marketing of technical and commercial solutions (Unit 4)

Analysis of the technical and commercial context of the negotiation, Development of technical and commercial solutions, Advice and prescription of technical and commercial solutions, Negotiation, sales and follow-up of business, Financial analysis of a business relationship and customer risk management

#### Management of technical-commercial activity (Unit 5)

Leading the team and the sales outlet, Leading partner networks, Monitoring the customer journey, Evaluating sales performance

#### Developing customers and customer relations (Unit 6.1)

Customer prospecting, Merchandising and boosting the commercial offer, Participation in communication policy, Building customer loyalty, Enhancing customer relations

#### Implementing technical-commercial expertise (Unit 6.2)

Maintaining a commercial, technological, legal and standards watch, Disseminating information relating to innovations, technological and commercial developments, Exploiting technologies and solutions in relation to the customer environment

#### General knowledge, written and oral expression (Unit 1)

- Synthesis and analysis of documents, points of view and argumentation
- Respect for the constraints of the written language
- Adaptation of oral communication to the communication situation
- Organisation of one's speech: oral expression and interaction

#### Foreign Modern Language (English) (Unit 2)

Report someone else's or your own words or work experience, caution, concede and oppose, ask for clarification, suggest a product, argue, make assumptions. Develop written and oral arguments emphasising important points and details. Understand technical discussions in his/her field of activity.

#### Economic, legal and managerial culture (Unit 3)

- Analysis and assessment of business situations (diagnosis),

- Use of a documentary database, argumentation

## VALIDATION

- Diploma from the Ministry of National Education and Youth Level 5 (BTS)  
+ d'informations sur cette certification (RNCP35801, libellé exact du diplôme, nom du certificateur, date d'enregistrement de la certification) en cliquant sur :  
<https://www.francecompetences.fr/recherche/rncp/35801/>

## WHO SHOULD ATTEND?

### AUDIENCE

All audiences

### PREREQUISITES

Titularity of a diploma or certification registered with the RNCP at level 4 for a course under apprentice status.  
Taste and habit of communication with technological content, taste for organisation and teamwork.  
Good ability to structure and carry a reasoned discourse in writing and orally.

## EDUCATIONAL ORGANISATION

### SESSION DATES

from 2 September 2024 to 30 June 2025 (DIVERS FINANCEMENTS

APPRENTICESHIP

from 1 September 2025 to 30 June 2026 (DIVERS FINANCEMENTS

APPRENTICESHIP

### DURATION

Maximum total duration of 1,350 hours The duration of the course is indicative and will be determined according to your profile.

### WORKFORCE

5 people

## TEACHING METHODS, EQUIPMENT AND FOLLOW-UP

### Teaching method

- Fully classroom-based training

### Teaching methods

- Group lessons

### Equipment

- Equipped technical platforms  
- Room equipped with networked computer workstations  
- Unmarked room with video projector

### Monitoring and individualisation

Positioning upstream of entry to training.

For beneficiaries with disabilities: possible adaptation of training and certification arrangements, support from the CFA de l'Académie de Nice disability referent.

## EXPERTISE OF PARTICIPANTS

Education Nationale certified teachers, Bac +3 trainers with significant experience in adult education, professional lecturers.

## ASSESSMENT AND CERTIFICATION PROCEDURES

In-course assessment (CCF)  
Tests at the end of training (One-off assessment)

## FINANCING

### RATE

Total price incl. VAT: euros 18118.00  
This price list is for information only. This price is indicative and non-contractual. Depending on your status, this course may be fully financed. Contact us.

## FINANCING

### Session from 02 September 2024 to 30 June 2026

Training under a sandwich course (apprenticeship or professional training contract).  
Training eligible for the CPF.

This training under an apprenticeship contract is fully funded.  
It is also open to other audiences and may be covered by other partners/funders. Please contact us for more information.

### Session from 01 September 2025 to 30 June 2027

Training on a sandwich course basis (apprenticeship or professional training contract).  
Training eligible for CPF.

This apprenticeship contract training course is fully funded with no remaining costs for the company.

## HOW DO I REGISTER?

### HOW DO I REGISTER?

Applications on Parcoursup.  
<https://aca06.ymag.cloud/index.php/preinscription/>

Apprenticeship: The course is accessible within a minimum of 48 hours, subject to validation of your application and available places, as well as the position in the company (diploma compliance), and this until the end of the 1st month of the start of the action.

## AFTER THE COURSE

Access to jobs in the commercial-sales function essentially in a "B to B" environment, those which necessarily require the mobilisation of technical and commercial skills.  
Jobs in first insertion:

Technico-commercial, - Sales assistant, - Technical sales assistant, - Sedentary salesperson, - Itinerant salesperson, - Counter salesperson, - Negotiating salesperson, - Sales adviser, technical sales adviser.  
After a few years' experience, graduates can move on to positions of responsibility, the titles of which vary depending on the company or sector of activity: - Account manager, - Business manager, - Industrial negotiator, - Sales manager, - Purchasing manager, - Key account manager, - Branch manager, - Buyer, - Sales manager, - Sector manager, - Expert centre manager, - Technical sales engineer, - Prescriber manager...

## AMENITIES

### Access for people with disabilities

Accessible to people with disabilities

In the town centre, a stone's throw from the new gendarmerie, the Lycée Amiral de Grasse is a magnificent 19th-century horseshoe-shaped building, with sea views from the courtyard and upper floors.

## Catering

The school restaurant (with a view of the sea!) welcomes half-board pupils from Monday to Friday from 11.30am to 1.20pm

## Transport

The following transport lines have routes that pass near Lycée Amiral De Grasse:  
Buses: 660, 662, A, F, 6665.  
Train: C3.

# PRACTICAL INFORMATION

## CONTACTS

Sophie BERETTONI - Vocational Training Advisor - Référent Handicap  
T. 06 12 39 33 19 | sophie.berettoni@ac-nice.fr

## PLACE OF TRAINING

CFA - Lycée Amiral de Grasse | 20 Avenue Sainte Lorette | 06130 Grasse

## ORGANIZATION

### GIP FIPAN

Headquarters : GIP FIPAN 06200 Nice

Public reception Monday to Friday from 09.00 to 12.00 and from 14.00 to 17.00

Business registration number : 93060554106