


BTS MCO - Operational Sales Management

Manosque

 Formation éligible au CPF

 Formation réalisable en alternance

The benefits of training

Pre-registration on the Netyparéo application portal:
<https://greta-aix-marseille.ymag.cloud/index.php/preinscription/>
GRETA-CFA Alpes Provence beneficiary satisfaction rate for 2023: 87%
GRETA-CFA Alpes Provence recommendation rate by our former trainees for 2023: 97%
Success rate: 86% out of 7 people sitting the exam
Breakdown rate of apprenticeship contracts signed: 16%
Our indicators can be viewed at:
https://www.inserjeunes.education.gouv.fr/diffusion/etablissement?id_uai=0040010P

TRAINING

OBJECTIVES

- will be able to take operational responsibility for all or part of a commercial unit, taking charge of customer relations as a whole, as well as leading and stimulating the offer.
 - will be responsible for the operational management of the commercial unit as well as the management of its commercial team. This functional versatility is part of a context of digitised commercial activities aimed at implementing the commercial policy of the network and/or the commercial unit.
- A commercial unit is a physical and/or virtual place enabling a potential customer to access a range of products or services.
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PROGRAMME

- Skill block 1** : developing customer relations and providing sales advice
- Providing information intelligence and carrying out commercial studies
 - Selling
 - Maintaining customer relations
- Skill block 2** : Animating and boosting the commercial offering
- Developing and continuously adapting the product and service offering
 - Organising the commercial space
 - Developing the performance of the commercial space
 - Designing and implementing commercial communication
 - Evaluating the commercial action
- Skill block 3** : Ensuring operational management
- Managing day-to-day operations
 - Predicting and budgeting activity
 - Analysing performance
- Skill block 4** : Managing the sales team
- Organising the work of the sales team
 - Recruiting staff (assessing staffing needs, recruitment and integration)
 - Leading the sales team (leading and promoting the team)
 - Evaluating the individual and collective performance of the sales team (individualising the training of team members)
- General culture and expression**
- Spoken foreign language 1** (level B2 of the CEFR)
- Economic, legal and managerial culture, legal and managerial culture**
- Analysing situations facing the company
 - Exploiting an economic, legal or managerial documentary base
 - Proposing argued solutions and mobilising economic concepts and methodologies, legal or managerial concepts

and methodologies

- Establish a diagnosis (or part of a diagnosis) in preparation for strategic decision-making
- Expose analyses and proposals in a coherent and well-argued manner

Optional block: Modern language 2 Level B1 of the CEFR

Optional block : professionalization course abroad

- Understanding the working environment and its cultural context
- Identifying and highlighting professional practices likely to enrich French approaches

Optional block : entrepreneurship

- Prepare a diagnosis prior to the creation or takeover of a commercial unit
- Choose the positioning of the commercial unit
- Evaluate the commercial potential
- Measure the solidity of the partnership relations envisaged
- Perform forward-looking human resources management
- Study the financial feasibility of the creation or takeover project

VALIDATION

- Diploma from the Ministry of National Education and Youth Level 5 (BTS)

+ d'informations sur cette certification (RNCP38362, libellé exact du diplôme, nom du certificateur, date d'enregistrement de la certification) en cliquant sur :

<https://www.francecompetences.fr/recherche/rncp/38362/>

WHO SHOULD ATTEND?

AUDIENCE

All audiences

PREREQUISITES

Bac technologique (STMG) ou général ou professionnel
or Bac level and 3 years' professional experience.

EDUCATIONAL ORGANISATION

SESSION DATES

from 4 September 2023 to 30 June 2024

APPRENTICESHIP

from 2 September 2024 to 30 June 2025

APPRENTICESHIP

from 2 September 2025 to 30 June 2026

APPRENTICESHIP

DURATION

Maximum total duration of 3,650 hours, including 2,300 hours in a company and 1,350 hours at the training centre.
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

- Unmarked room with video projector

Monitoring and individualisation

Positioning prior to entry into training.
Interviews, remediation with the educational referent and/or company referent during training.
For beneficiaries with disabilities: possible adaptation of training and certification methods, support by the GRETA-CFA TH referent.

EXPERTISE OF PARTICIPANTS

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

ASSESSMENT AND CERTIFICATION PROCEDURES

Tests at the end of training (one-off assessment) In-service assessment (CCF)

Possibility of validating one or more skill blocks

FINANCING

RATE

Hourly rate incl. VAT: euros 13.00

. This price is indicative and non-contractual. Depending on your status, this course may be fully financed. Contact us.

FINANCING

Session from 04 September 2023 to 30 June 2025

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

This training on a sandwich course (apprenticeship or professional training contract) can be fully financed. It is also open to other audiences and may be covered by other partners/funders. Please contact us for more information.

Session from 02 September 2024 to 30 June 2026

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

This training on a sandwich course (apprenticeship or professional training contract) can be fully financed. It is also open to other audiences and may be covered by other partners/funders. Please contact us for more information.

Session from 02 September 2025 to 30 June 2027

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HOW DO I REGISTER?

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Interview by appointment with the development officer and submission of an application file.
Applications on Parcoursup.

Depending on the funding body, training is available between 15 and 45 days before the start of the course. Please contact us for further information.

AFTER THE COURSE

Sectors of activity: Distribution companies in the food or specialist sectors, company sales units
Jobs: Sales and service advisor, e-commerce advisor, merchandiser, department second, convenience store manager

AMENITIES

Access for people with disabilities

Accessible to people with disabilities

PRACTICAL INFORMATION

CONTACTS

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Christophe PIN - Disability Officer
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PLACE OF TRAINING

Lycée Félix Esclangon | 32 boulevard Louis Martin Bret | 04100 Manosque

ORGANIZATION

GRETA-CFA Alpes Provence

Headquarters : Lycée Dominique VILLARS 05000 Gap

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

Business registration number : 9305P000605