



BAC PRO Commerce and Sales Professions - Option A Animation and management of the commercial space

Marseille 16ème

 Formation éligible
au CPF

 Formation réalisable
en alternance

The benefits of training

These apprenticeship contract places are integrated into a class that comes under initial training (made up of pupils with school status) and are subject to enrolment at the lycée. 1st training session, we do not have Quality indicators.

TRAINING

OBJECTIVES

On completion of the course, the professional will be able to welcome, advise on and sell products and associated services, contribute to sales follow-up, participate in building customer loyalty and developing customer relations. He/she will then be able to meet the requirements linked:

- to heightened competition between companies to win over an increasingly versatile customer base,
- to the more demanding expectations of a better informed and more responsive customer base,
- and to plural approaches to products and services favoured by the diversity of media and technologies used by retailers and consumers.

More specifically, he or she will have acquired the techniques and professional behaviours to play an active part in leading and managing a commercial unit.

PROGRAMME

Advising and Selling :

- ensuring sales intelligence
- making the sale in a "multi-channel" dynamic
- ensuring the execution of the sale

Following up sales:

- following up the order and/or service
- implement the associated service(s)
- handle customer appeals and complaints
- ensure customer satisfaction

Build customer loyalty and develop customer relations:

- process and exploit customer information or contact
- contribute to and evaluate actions to build customer loyalty and develop customer relations

Animate and manage the sales area:

- carrying out pre-sales operations
- making the commercial unit attractive and functional
- developing the customer base

Economics-Law

Prevention - Health - Environment

Mathematics

Moving languages 1 and 2

French

History-Geography and moral and civic education

Applied arts and artistic culture

VALIDATION

- Diploma from the Ministry of National Education and Youth Level 4 (Baccalauréat, BP, BT)
+ d'informations sur cette certification (RNCP32208, libellé exact du diplôme, nom du certificateur, date d'enregistrement de la certification) en cliquant sur :
<https://www.francecompetences.fr/recherche/rncp/32208/>

WHO SHOULD ATTEND?

AUDIENCE

All audiences

PREREQUISITES

Preliminary vocational qualification (BPE), vocational training certificate (CAP) in the field or second year of secondary education completed with a validated transition to first year of secondary education or equivalent professional experience. .

EDUCATIONAL ORGANISATION

SESSION DATES

from 1 September 2025 to 30 June 2026

DIVERS FINANCEMENTS

APPRENTICESHIP

DURATION

Maximum total duration of 2850 hours, including 1500 hours in a company and 1350 hours at the training centre. The duration of the course is indicative and will be determined according to your profile.

WORKFORCE

2 people

TEACHING METHODS, EQUIPMENT AND FOLLOW-UP

Teaching method

- Fully classroom-based training

Teaching methods

- Personalised course
- Classroom examination

Equipment

- Equipped technical platforms
- Room equipped with networked computer workstations
- 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.

Taking into account beneficiary satisfaction during and at the end of training.

For beneficiaries with disabilities: possible adaptation of training and certification methods, support by the TH referent.

In order to improve the quality of our service, you can send us your suggestions or complaints using the form available on our website.

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-course assessment (CCF)

FINANCING

RATE

Total price including VAT: euros 16200.00
Hourly rate: euros 12.00 Hourly rate including VAT: euros 12.00
. This price is indicative and non-contractual. Depending on your status, this training course may be fully financed.
Contact us.

FINANCING

Session from 01 September 2025 to 30 June 2027

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

This sandwich course (apprenticeship or professional training contract) can be fully financed.
Some sandwich places are available in a class of schoolchildren, and conditional on enrolment at the lycée.
Contact us for more information.

HOW DO I REGISTER?

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Positioning test by appointment.
Interview by appointment.
Applications on Parcoursup.

Training is available between 15 and 45 days before the start of the course, depending on the funding body. Please contact us.

AFTER THE COURSE

Entering further education :

- BTS Operational Sales Management

Entering employment in positions as :

- sales consultant, specialist salesperson,
- sales consultant

AMENITIES

Access for people with disabilities

Accessible to people with disabilities

Transport

Metro line 2 or 1: Gare St Charles station TER Avignon TGV: Estaque station. On foot 4 min

PRACTICAL INFORMATION

CONTACTS

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Mathilde BORG - Assistante
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PLACE OF TRAINING

Lycée des Métiers du nautisme et de la sécurité L'Estaque | 310 rue Rabelais | 13016 Marseille

ORGANIZATION

GRETA-CFA Marseille Méditerranée

Headquarters : Lycée Jean Perrin 13010 Marseille

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

Business registration number : 93131539413