

THE BTS NEGOTIATION AND DIGITALISATION CLIENT RELATIONSHIP

The objectives of the training:

It trains salespeople to be able to manage the customer relationship as a whole, from marketing research to creation of customer loyalty, and thus contributing to the growth of turnover.

Their activity as part of a network, privileges cooperative work and digital tools. Depending on their experience and also integrating their qualifications, they can become the leaders of a commercial team, where size varies according to employer's organisation .



Who is this BTS for?

You are dynamic, and autonomous in your activities, have a spirit of initiative, like the contact with customer and like negotiating / convincing

You are skillful in moving in digitalised and numerical environments.

You have obtained your high school diploma in the technological or general fields

What professions?

- ✓ The NDRC BTS allows access to various professions: Commercial Field, Trade Commissioner, Sales Advisor, Account Manager or Customer, Technico-commercial, Remote Customer Advisor, Customer Advisor, Commercial E-commerce Site Leader, Commercial web, Network animator, sales leader ...

By integrating into the following business sectors: Banking, Agribusiness, Telecommunication and Telephony, Automobile, Electronic Commerce, Real estate, IT's office supplies, Communication and Advertising ...

Towards which study pursuits?

- ✓ More possibilities of higher education are accessible: Bachelor degree in the possibility to pursue a Master's degree, Business School, Vocational degree...



What are the objectives and skills to achieve?

Vocational and basic courses train into the purpose of commercial deals. The objectives are to :

- ✓ Acquire the skills to manage customer relationship as a whole (market searching, identifying needs, negotiating / convince contracts, monitoring business, creating loyalty).
- ✓ Integrate new skills related to the dematerialization of trade through practicing information and communication technologies, closing customer relation closer online and e-commerce.

lesson structure

Lessons	1 st and 2 nd year
	Classes And tutorials
General culture and expression	2
Foreign mandatory language	3
Economic, legal and managerial culture	5
Customer relationship and Sales negotiating	6
Remote customer relationship and digitization	5
Customer relationship and network animation	4
Professionalisation workshop	4
Total	29
Optional Foreign Language Teaching 2	2

Examination

Épreuves	Forme	Durée	Coef.
E1 General culture and expression	written	4h	3
E2 Foreign language communication	oral	30 mn (+ 30 mn of préparation)	3
E3 Economic, legal and managerial culture	written	4h	3
E4 Customer relationship and Sales negotiating	oral	Practice test + Regular assessment : 20 mn	5
E5 Remote customer relationship and digitization	written	3h	4
	oral	Practical exam (on computer) : 40 mn	
E6 Customer relationship and network animation	oral	Practice test 1 : 15 min	3
		Regular assessment: 25 min	
EF1 Communication in Foreign Living Language	oral	20 mn (+ 20 mn of preparation)	0

A significant amount of time is devoted to professional subjects, to which are added general education subjects: general culture and expression, English, 2nd language (optional).

The content of the professional subjects:

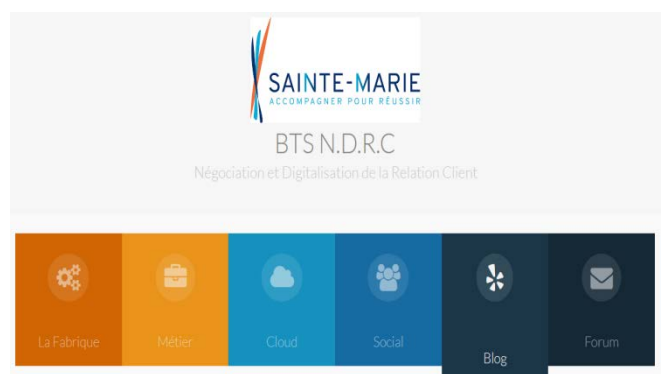
Professional skills are developed through 4 subjects and a professional workshop:

Customer relationship and sales negotiation (This activity aims to develop, maintain, guide a client portfolio and optimize their value)

- ✓ Targeting and canvassing customers;
- ✓ Negotiating and accompanying the customer relationship;
- ✓ Organising and animating a commercial event;
- ✓ Exploiting and sharing commercial information.

Remote customer relationship and digitalisation (This activity is at the heart of the digitalisation of customer relationship that is involved in the entire e-commerce sales process)

- ✓ Mastering of the multimedial customer relationship;
- ✓ Animating the digital customer relationship;
- ✓ Developing the customer relationship in e-commerce.



Learning of digital tools (website, social networks, forum, commercial site, etc.) with the NDRC platform

Customer relationship and network animation (This activity aims to develop customer relationship in three main types of networks: distributor network, partner network and direct sales networks.)

- ✓ Implementing and promoting the offer at distributors;
- ✓ Developing and manage a network of partners;
- ✓ Creating and animating a direct selling network.

Economic, legal and managerial culture (The lesson aims to gain and put into practice an economic, legal and managerial knowledge that is necessary to understand the stakes and the challenges that companies must meet in the context of their professional activities.)

- ✓ Integration of the company into its environment
- ✓ The regulation of economic activity
- ✓ The organisation of the company's activity
- ✓ The company's digital impact on life
- ✓ Work Changes
- ✓ The strategic choices of the company.

Professionalisation workshop

It enables differentiation practices and collaboration between professional and basic lesson.

- ✓ **Personalised support for professional development**, support for research and finalisation of internships;
- ✓ **Workshops on relational practices**, digital production and network animation;
- ✓ **Professional and Computer Practice Workshops**
- ✓ **Accomplishment of one-off commercial missions** linked or not to internships.

Internships in the workplace:

Business professional activities that are carried out in partnership with a company are integrated into a specific and personalised organisation.

Personalised support is set up in order to help the 1st year student look for internship !

116 weeks of minimum internships over 2 years of schooling are divided as follows:

	Short stage	Long stage	
1st year BTS NDRC	2 weeks in november	May and june (6 weeks)	8 weeks of immersion
2nd year BTS NDRC	2 weeks in october	January and february (6 weeks)	8 weeks of immersion

Professional internships are to be carried out in one or more organisations within 2 years:

- ✓ **In all sectors of activity** (Banking, Agribusiness, Telecommunication and Telephony, Automobile, Real Estate, IT's office supplies, Communication and Advertising, telephone platform, internal customer relationship service, large and medium-sized specialised or non-specialised supermarkets or hypermarkets, partner network distribution, ...)
- ✓ **In all types of organisation** (craft, commercial, industrial, associative, public)
- ✓ **With all types of clients** (professional, private, administrative), whatever the form of the customer relationship is (face-to-face, distance, e-relation).

It is essential that the company implement commercial approach.

Objectives of the internship:

- ✓ Allow the student to acquire and / or deepen **professional skills in a real work situation**: Canvas, negotiate, sell, organize and animate a commercial event, animate digital customer relationship, implement and promote offers to distributor, animate online.
- ✓ Improve your knowledge of work environment and employment.
- ✓ **Apply professional skills** and validate your skills to manage customer relationship globally where you will be led to use digital tools through access to digital resources of the company.
- ✓ The internship is organised in a professional and educational framework that will allow you, as a salesperson, to manage a set of resources and **show skills**.
- ✓ Realisation of commercial actions by the trainee **in autonomy** in order to meet to an existing commercial need with means at his disposal and objectives to reach.

The internship in a professional environment is particularly valued during the tests of the Higher Technician's Certificate in Negotiation and Digitisation of the Customer Relationship.

Regular internship follow-up:

Regular coaching is provided by the tutor in the company and a member of the pedagogical team (teacher of professional subject) to help the student build skills. **The frequency of these meetings is 2 or 3 times a year.**

Available resources in the section :

- ✓ **An NDRC sales challenge, individual and collective**, set up at the beginning of the year with partner companies;
- ✓ **Professionals involved in training**: ongoing interventions, company visits, interns' reception (Over 30 years of experience in higher education links ESUPEC with the main economic agents of the region, bringing students opportunities of internships, jobs ...), participation in the mock exams, participation in the day of the commercial trades;
- ✓ Comprehensive training in IT tools and commercial communication technologies with IT equipment for NDRC students.
- ✓ **Personalized workshops in English and French**, in small groups.
- ✓ **Progressive preparation for professional** events with many training situations and tutoring.

Admission in NDRC BTS :

Registration is via the website www.parcoursup.fr

The candidate is received for a collective information interview.

Admission is done on file.



ESUPEC
LYCEE SAINTE -MARIE
3 Rue Henri Huré
49300 CHOLET

Mail : secretariat.esupec@saintemarie-cholet.eu
website : <https://saintemarie-cholet.eu/esupec>

CONTACT
EDUCATIONAL OFFICER of the NDRC BTS :
Benoît CASSIN
Email : cassinb.esupec@saintemarie-cholet.eu
Phone : 02 41 49 16 50