

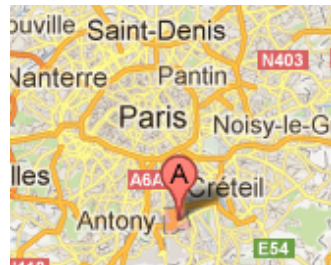
SOME EXAMPLES OF PROJECTS CARRIED OUT BY OUR STUDENTS:

- Offering banking products to customers who opened an account the previous year (BNP PARIBAS)
- Creating a customer database, monitoring the customer follow-up, selling car maintenance and service contracts (JEEP- CHRYSLER)
- B to B client development (FM ROUTE)
- Winning back inactive customers (Arrow electronic)
- Developing the business client portfolio and monitoring the client follow-up (CALP SOLUTION)
- Selling life insurance contracts and savings accounts (La Banque postale)
- Identifying new business – Selling estate agent's contracts (GUY HOCQUET ESTATE AGENTS)

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A FRENCH COMMERCIAL INTERN AT YOUR COMPANY'S SERVICE



2-YEAR POST-A-LEVEL COURSE IN SALES AND CUSTOMER RELATIONS

Lycée Guillaume Apollinaire – Thiais - FRANCE

THE CURRICULUM

Professional instruction	General academic schooling	Internships
<i>The bedrock of a sales representative and manager</i>	<i>Programme commun aux BTS tertiaires</i>	<i>A partnership with a firm</i>
Customer management (6h)	French (2h)	Commercial project management
Customer relation (5h)	Foreign language (3h)	
Management (3h)	Economy / Law (4h)	
	Business management (2h)	

THE SKILLS WHICH ARE DEVELOPED :

→ Customer relation management :

Generating contacts, managing a sector or a customer portfolio, negotiating, increasing a customer file, monitoring the customer follow-up and customer loyalty.

→ Managing a team :

Recruiting sales staff, giving them training, increasing their motivation, setting sales targets and assessing their results.

→ Managing information :

Producing and generating customer information via professional software (shared calendar, area management...)

Mastering the sales representative's computer tools : laptop computer, smartphone.

THE INTERN'S SKILLS



- Telephone prospecting
- Direct marketing
- Negotiation
- Sales
- Developing the customer portfolio
- Database management
- Door-to-door

THE PURPOSE OF THE INTERNSHIP :

→ THE COMMERCIAL PROJECT

- A project corresponds to one of your company's needs
- A project contributes to increase your turnover
- A project requires human, technical and financial resources
- A project is limited in time
- A project can be carried out by several employees in the company
- A project is subdivided in missions which are increasingly complex so that students can get more and more autonomous and be given more and more responsibilities
- A project is organised in different steps : the preparation, the implementation, the presentation of results.