

BTS MCO/MUC

3 étudiants majeurs

Stages pro en entreprise sur DUBLIN 9 semaines non rémunérées.

Depart :

09/05/2020 st denis/paris

Paris/ dublin 10/05/2020

Retour :

Dublin/paris/ St denis La REUNION 11/07/2020

Domaine : Commerce/ vente

Missions :

Vente

Mise en valeur de l'offre

Présentation des services proposés par l'UC

Analyse des outils de digitalisation utilisés par l'UC (repérer les pratiques innovantes)

Analyse de l'utilisation des réseaux sociaux et comparaison avec les pratiques locales

Rédaction d'une fiche signalétique (présentation UC + réseau)

Réalisation d'un enquête de satisfaction

Description du protocole des commandes

Personne à contacter : Mme PRADIER Hélène (helene.pradier@ac-reunion.fr)

2-year Technical degree in Sales Management (BTS MUC)

REQUIRED SKILLS AND SUGGESTED TASKS

"Analysis and Conduct of Customer Relationship" test

Compétences et activités- Epreuve d'ACRC-BTS MUC

The internship carried out by BTS MUC (the equivalent of a Two-year Technical Degree in Sales Management) first year students will allow them to acquire or broaden their professional skills in real work situations. This internship relies on common business tasks performed in business units or tasks that are suggested by the teaching staff, with the approval of the student's tutor in the business unit, to complement his/her own plans.

Le stage de première année en BTS MUC doit permettre à l'étudiant d'acquérir et/ou d'approfondir des compétences professionnelles en situation réelle de travail. Ce stage s'appuie sur des activités commerciales courantes menées dans l'unité commerciale ou, à titre de complément, des activités proposées par l'équipe pédagogique en accord avec le tuteur de l'unité commerciale.

At the end of the internship period, the student takes an oral test entitled "Analysis and Conduct of Customer Relationship". Here are the required skills:

Skill 41: Selling

Skill 42: Ensuring the quality of customer service

Skill 53: Setting up an appealing and functional commercial space

Skill 54: Boosting product and service offering

Skill 6: Searching and applying information that is relevant to the commercial activity

A l'issue de ce stage, l'étudiant se présente à une épreuve orale intitulée « Analyse et Conduite de la Relation Commerciale » qui évalue les compétences suivantes :

Compétence 41 : Vendre

Compétence 42 : Assurer la qualité de service à la clientèle

Compétence 53 : Mettre en place un espace commercial attractif et fonctionnel

Compétence 54 : Dynamiser l'offre de produits et de services

Compétence 6 : Rechercher et exploiter l'information nécessaire à l'activité commerciale

Those skills are assessed via a number of activities performed by the students. Here are the assessment criteria :

- Analysing work situations
- Using relevant tools and methods
- Performing commercial activities with a certain level of autonomy
- Utilizing ICT tools
- Examining the Market Information System
- Applying the Market Information System
- Providing detailed information on the assignments

Ces compétences sont évaluées à partir des nombreuses activités menées par l'étudiant. Les critères d'évaluation sont les suivants :

- la qualité de l'analyse des situations professionnelles
- l'utilisation pertinente des outils et méthodes
- le degré d'autonomie dans les activités menées
- l'efficacité du recours aux technologies de l'information et de la communication
- l'efficacité de l'interrogation du système d'information commercial
- la qualité de l'exploitation du système d'information commercial
- le degré de couverture des activités

List of suggested activities

Skill 41 - Selling :

- preparing sales talks
- making contact with customers
- providing convincing arguments
- closing a sale

- carrying out sales discussions, conducting surveys (in banks and insurance companies)

Liste des activités possibles

Compétence 41 Vendre :

- Préparer l'entretien de vente
- Etablir le contact avec la clientèle
- Argumenter
- Conclure la vente
- Mener des entretiens de vente, mener des actions de prospection (banques-assurances)

Skill 42 - Ensuring the quality of customer service

- Welcoming, informing and advising customers
- Dealing with customers' complaints and suggestions
- Monitoring service quality

- Reception in banks and insurance companies, counter, reception desk in hypermarkets, managing a book of suggestions and requests, spending a day in the After-Sales department

Compétence 42 Assurer la qualité de service à la clientèle :

- Accueillir, informer et conseiller
- Gérer les insatisfactions et les suggestions de la clientèle
- Suivre la qualité des prestations
- Poste accueil en banques-assurances, poste comptoir - accueil en grandes surfaces, gestion du cahier de suggestions/réclamations, journée au SAV

Skill 53: Setting up an appealing and functional commercial space

- Arraying a sales area
- Showcasing products and making customers more aware of existing services by increasing their visibility

- Ensuring the quality and accuracy of information posted in the point of sale

- Managing the department on a day-to-day basis, implementing marketing techniques, setting up a department or rearranging it, creating a promotion area, making an end-aisle display, creating a POP and an IOP, examining shelf-space, setting up "end of series" or "new" areas

Compétence 53 Mettre en place un espace commercial attractif et fonctionnel :

- Agencer la surface de vente
- Mettre en valeur les produits et assurer la visibilité des services
- Assurer la qualité de l'information sur le lieu de vente
 - Gestion courante du rayon, mise en place des techniques de merchandising, implantation / réimplantation de rayon, d'une zone promotionnelle, réalisation d'une tête de gondole, création d'ILV, PLV, analyse de linéaire, mise en place d'espaces « fin de séries », « nouveautés »...

Skill 54: Boosting product and service offering

- Organizing sales actions and taking promotional measures
- Organizing point-of-sale events

- Taking part in a seasonal sale, implementing marketing initiatives (at Christmas or Valentine's Day for instance), organizing a street marketing event

Compétence 54 Dynamiser l'offre de produits et de services :

- Organiser des actions de promotions des ventes
- Organiser des animations sur le lieu de vente
 - Participer à l'organisation des soldes, mettre en place et réaliser une animation commerciale (Noël, Saint-Valentin...), organiser une action de street marketing

Skill 6: Searching and applying information that is relevant to the commercial activity

Securing business intelligence

- Finding out resource materials
- Selecting data
- Making data available

- Describing the Market Information System is required by the teaching staff: indicating which softwares are utilized, what their features are, who has access to them, what tools to share information are available; searching data on the local or national market (via the INSEE—the French National Institute for Statistical and Economic Studies—or Google search), studying competitors

Compétence 6 Rechercher et exploiter l'information nécessaire à l'activité commerciale :

Assurer la veille commerciale :

- Repérer les sources documentaires
- Sélectionner les informations
- Mettre à disposition les informations

- Description du Système d'information Commerciale (activité demandée par l'équipe pédagogique : quels sont les logiciels utilisés, leurs fonctionnalités, qui y a accès, les outils de diffusion de l'information), rechercher des informations sur le marché local, nationale (INSEE, Google...), étude de la concurrence

Carrying out and exploring business studies

- Developing and implementing business studies
- Analyzing business data taken from studies and applying the results to the business unit
 - Designing and conducting a customer satisfaction survey (required by the teaching staff), qualitative analysis of customer base, looking into the catchment area

Réaliser et exploiter des études commerciales :

- Concevoir et mettre en œuvre des études commerciales
- Analyser les informations commerciales issues d'études et exploiter les résultats
 - Elaborer, administrer une enquête de satisfaction de la clientèle (activité demandée par l'équipe pédagogique), analyse qualitative de la clientèle, analyse de la zone de chalandise

Expanding and applying the Market Information System to the business unit

- updating the Market Information System
- Examining the Market Information System
 - viewing a product description sheet, the price and the inventory reports; placing order, receiving goods, filling in a customer record, updating the customer database, dunning notice to customers

Enrichir et exploiter le système d'information commercial

- Mettre à jour les données du système d'information commercial
- Interroger le système d'information commercial
 - Consulter la fiche d'un produit, son prix, l'état des stocks, passation de commandes, réception de marchandises, compléter une fiche client, mise à jour de la BDD client, relance des clients

Including ICT into work practices

- Conducting tasks with a sense of organisation
- Managing the sales team 's practice
 - Managing schedules and appointment booking (via phone calls or at the reception desk), establishing schedules

Intégrer les technologies de l'information dans son activité :

- Organiser son activité
- Organiser l'activité de l'équipe commerciale
 - gestion des agendas et prise de rendez-vous téléphonique et/ou à l'accueil, réalisation de plannings

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