

# Branch: Sale market action



**Code:** SAMAAC

**Option:** Sale market action

**Level :** BEP

**Prerequisites:** BEPC and/or CAP

**Opportunities:**

In shops of all sizes (small, medium or large specialised stores) where contact between the customer and the sales assistant is dominant, i.e. where the sale is not based solely on the simple display of the product. These may be, for example, specialised or multipurpose retail outlets, small shops, supermarket departments, sedentary or non-sedentary shops, etc.

**Description :**

To sell everyday consumer products as a salesperson in a shop, in a boutique, as a commercial employee in distribution companies, small, medium or large specialised stores, as a wholesale or semi-wholesale employee, as a commercial employee in relation with the sales force.

- By ensuring the regular supply and "good order" of the department(s) for which he/she is responsible
- By welcoming the customer
- By advising them as best as possible according to their personality, the budget they have available and their motivations

- Carrying out the operations linked to the sale when it is concluded (taking out the goods, packing, possibly cashing up, etc.)

- By organising any events or promotions in the department

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The student who is destined for this BEP is physically fit; indeed, the salesman carries parcels and is often on his feet. Their personality is rather extroverted, as sales is a contact job. They must therefore have a taste for neat presentation, be friendly, dynamic and adaptable in all circumstances, and be aware that theft in a shop is a professional offence. After two years of training, the student will be capable of verbal fluency, i.e. of using correct oral expression in the appropriate language register by controlling tone and gestures. Sales can be a way to join a field that motivates. For example, many young people like music, motorbikes and model making. They may choose sales in a shop in this sector. Or, some dream of a job that is not easily accessible, such as footballer or veterinarian, they can sell in a sports shop or take care of animals as a pet shop assistant. Combining sales with a passion can be a source of real fulfilment.

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