## **Branch : Trade**



Code : TRADE Option : Trade Level : Bac Pro Prerequisites : Opportunities:

This diploma leads to positions as salesman/saleswoman, sales assistant

- -- This diploma leads to the following positions: sales assistant, sales assistant, sales manager, sales assistant, sales assistant.
- -- Marketing plan for the unit: products, price, distribution, communication.
- -- Marketing of loyalty: the factors of loyalty, the techniques of loyalty and after-sales marketing, the tools for measuring satisfaction.

## **Description :**

The Bac Pro Commerce provides sales skills focused on customer relations in a commercial unit. These baccalaureate holders work as sales employees in any type of commercial unit (physical or virtual) in order to provide customers with products corresponding to their needs.

## **Quality and competences :**

This vocational baccalaureate trains students to sell, advise and participate in building customer loyalty, to run the sales area, to carry out information operations and promotional sales, and to carry out the commercial management related to the function: supply, setting up, management of the commercial unit. The student learns how to run a sales area by setting up signage, merchandising actions, atmosphere factors and promotional actions. He or she acquires management techniques for restocking, preparing orders, managing stocks, participating in the inventory and measuring the commercial performance of promotions.