

BTS CCST

Consulting and marketing of technical solutions



Duration of studies: 2 years (possibility of apprenticeship in the 2nd year)

1 class per year (maximum enrolment: 35 students /year)

The objective of the BTS CCST “Consulting and marketing of technical solutions” is to train sales specialists in technical products. The general modules coupled with technical learning meet these objectives. Learning a foreign language (here English) is a way to consider exchanges at European and global level.

Learners go on internships for 14-15 weeks. Namely 7 weeks during the first year and 7 weeks the second. The departure abroad for students via the Erasmus scheme aims to immerse themselves in the company, deepen the language and broaden the basic culture.

Characteristics :

This is why the fundamentals of this BTS are kept and deepened:

- the dual competence : commercial and technical, with the consideration of the digitalization of the commercial relationship,
- the technical-commercial negotiation with its specificities,
- the project approach in the context of customer loyalty and development,
- the joint STI-EG lessons which are a particularity of this BTS are maintained in the timetable.

Four areas of activity structure the technical sales profession:

1– Design and marketing of technical-commercial solutions

This analysis requires collecting information on market players, their respective positions, the framework in which they operate, Knowledge and expertise on the products and solutions offered are therefore fundamental. Because of the customer is often waiting for proposals for ‘turnkey’ solutions. Thus, he will be able to fulfil his legal and moral obligation to provide advice.

2– Management of the technical-commercial activity

Point of confluence, pole no. 2 corresponds to the management and commercial activity management activities. The notions of the team and point of sale must be considered from a broad point of view, to take into account the diversity and complementarity of the situations encountered on the BtoB markets.

3– Development of the customer relationship, from the marketing plan, production of a diagnosis of the company, making it possible to identify the opportunities offered to the company on its market, and the relevant targets to be reached. The target to be reached is identified from the diagnosis. A structured database can then be created from Yellow Pages, professional directories.

4– Implementation of technical and commercial expertise. The technical expertise of the holder of the BTS CCST is based in particular on his ability to analyze the needs of his client, develop, present and negotiate a technical solution adapted to the situation by integrating technological developments.

SKILLS

The skills corresponding to each of the poles gave rise to an assessment test in the old examination regulations

Activity area no. 1 'design and marketing of technical-commercial solutions' are broken down into five main activities:

A1.1 – Analysis of the technical and commercial context of the negotiation

A1.2 – Development of technical-commercial solutions

A1.3 – Advice and prescription of technical-commercial solutions

A1.4 – Negotiation, sale and follow-up of business

A1.5 – Financial analysis of a business relationship and customer risk management.

Activity area no. 2 'management of technical-commercial activity' is broken down into four main activities:

A2.1 – Animation of the team and the point of sale

A2.2 – Animation of partner networks

A2.3 – Follow-up of the customer journey

A2.4 – Evaluation of commercial performance

Activity area no. 3 'customer development and customer relations' are broken down into four main activities:

A3.1 – Customer prospecting

A3.2 – Merchandising and revitalization of the commercial offer

A3.3 – Participation in the communication policy

A3.4 – Customer loyalty, enhancement of the customer relationship-

Activity area no. 4 'implementation of technical-commercial expertise' This activity area is broken down into 3 main activities:

A4.1 – Carrying out commercial, technological, legal and normative monitoring

A4.2 – Dissemination of information related to innovations, technological and commercial developments

A4.3 – Use of technologies and solutions in relation to the customer environment.

ASSESSMENTS

Technical and general tests

1. Technical Tests

Logically, in a cylindrical approach, the 4 poles of activity translate into 4 blocks of skills, and the 4 professional tests-

E4: Design and marketing of technical-commercial solutions-

E5: Management of the technical-commercial activity-

U61: Development of customers and customer relations-

U62 - U62: Implementation of technical-commercial expertise

2. General Tests

- General culture and expression:

Objectives The objective is to certify the ability of candidates to communicate effectively in everyday life and in professional life

- Living foreign language (English)

- Economic, legal and managerial culture concern the integration of the company into its environment, regulation of economic activity, organizing the activity of the company