


BTS MCO - Operational Sales Management

 Formation éligible au CPF

 Formation réalisable en alternance

Aubagne

The benefits of training

Success rate : 2024 : 75 %
Job integration rate : 80 %
Study continuation rate : 10 %
Recommendation rate : 91 %
Study continuation : For example, Licence vente commerce marketing, Bachelor responsable développement commercial. or bachelor conseil bancassurance
Our indicators can be consulted on the website : <https://www.inserjeunes.education.gouv.fr/diffusion/accueil>
Satisfaction rate: 68%
Interruption rate during training: 30%
The school's strengths:
Pro-active learners' association set up.

TRAINING

OBJECTIVES

- will be able to take operational responsibility for all or part of a commercial unit, taking charge of customer relations as a whole, as well as leading and stimulating the offer.
- will be responsible for the operational management of the commercial unit as well as the management of its commercial team. This functional versatility is part of a context of digitised commercial activities aimed at implementing the commercial policy of the network and/or the commercial unit.
A commercial unit is a physical and/or virtual place enabling a potential customer to access a range of products or services.
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PROGRAMME

Skill block 1 : developing customer relations and providing sales advice

- Providing information intelligence and carrying out commercial studies
- Selling
- Maintaining customer relations

Skill block 2 : Animating and boosting the commercial offering

- Developing and continuously adapting the product and service offering
- Organising the commercial space
- Developing the performance of the commercial space
- Designing and implementing commercial communication
- Evaluating the commercial action

Skill block 3 : Ensuring operational management

- Managing day-to-day operations
- Predicting and budgeting activity
- Analysing performance

Skill block 4 : Managing the sales team

- Organising the work of the sales team
- Recruiting staff (assessing staffing needs, recruitment and integration)
- Leading the sales team (leading and promoting the team)
- Evaluating the individual and collective performance of the sales team (individualising the training of team members)

General culture and expression

Spoken foreign language 1 (level B2 of the CEFR)

Economic, legal and managerial culture, legal and managerial culture

- Analysing situations facing the company
 - Exploiting an economic, legal or managerial documentary base
 - Proposing argued solutions and mobilising economic concepts and methodologies, legal or managerial concepts and methodologies
 - Establish a diagnosis (or part of a diagnosis) in preparation for strategic decision-making
 - Expose analyses and proposals in a coherent and well-argued manner
- Optional block: Modern language 2 Level B1 of the CEFR**
- Optional block : professionalization course abroad**
- Understanding the working environment and its cultural context
 - Identifying and highlighting professional practices likely to enrich French approaches
- Optional block : entrepreneurship**
- Prepare a diagnosis prior to the creation or takeover of a commercial unit
 - Choose the positioning of the commercial unit
 - Evaluate the commercial potential
 - Measure the solidity of the partnership relations envisaged
 - Perform forward-looking human resources management
 - Study the financial feasibility of the creation or takeover project

VALIDATION

- Diploma from the Ministry of National Education and Youth Level 5 (BTS)
- + d'informations sur cette certification (RNCP38362, libellé exact du diplôme, nom du certificateur, date d'enregistrement de la certification) en cliquant sur :
<https://www.francecompetences.fr/recherche/rncp/38362/>

WHO SHOULD ATTEND?

AUDIENCE

All audiences

PREREQUISITES

Bac technologique (STMG) ou général ou professionnel
 or Bac level and 3 years' professional experience.

EDUCATIONAL ORGANISATION

SESSION DATES

from 4 September 2023 to 30 June 2024 **DIVERS FINANCEMENTS**

from 9 Sep 2024 to 30 June 2026 | **APPRENTICESHIP**
DIVERS FINANCEMENTS

from 11 September 2025 to 30 June 2026 **DIVERS FINANCEMENTS**
APPRENTICESHIP

DURATION

Maximum total duration of 3,650 hours, including 2,300 hours in a company and 1,350 hours at the training centre.
 The duration of the course is indicative and will be determined according to your profile.

WORKFORCE

16 people

TEACHING METHODS, EQUIPMENT AND FOLLOW-UP

Teaching method

- Fully classroom-based training

Teaching methods

- Group lessons

Equipment

- Unmarked room with video projector

Monitoring and individualisation

Positioning prior to entry into training.

Interviews, remediation with the educational referent and/or company referent during training.

For beneficiaries with disabilities: possible adaptation of training and certification methods, support by the GRETA-CFA TH referent.

In order to improve the quality of our service, you can send us your suggestions or complaints using the form available on our website (All the way down on the right of the first page).

EXPERTISE OF PARTICIPANTS

Education Nationale certified teachers, Bac +3 trainers with significant experience in adult training, professional speakers.

Trainers experienced in individualising learning.

ASSESSMENT AND CERTIFICATION PROCEDURES

Contrôle en cours de formation (CCF)

PIX and Modern Foreign Language certifications recognised at European level.

Possibility of validating one or more blocks of skills

FINANCING

RATE

Hourly rate incl. VAT: euros 12.00

. This price is indicative and non-contractual. Depending on your status, this training can be fully financed. Contact us.

FINANCING

Session from 04 September 2023 to 30 June 2025

Training on a sandwich course (apprenticeship or professional training contract).

Training eligible for the CPF.

This training on a sandwich course (apprenticeship or professional training contract) can be fully financed. It is also open to other audiences and may be covered by other partners/funders. Please contact us for more information.

Session from 09 September 2024 to 30 June 2026

Training on a sandwich course (apprenticeship or professional training contract).

Training eligible for the CPF.

This sandwich course (on an apprenticeship or professional training contract) can be fully financed. It is also open to other groups and may be funded by other partners/financiers. Contact us for more information.

The first day of term is 3 September

Session from 11 September 2025 to 30 June 2027

Training on a sandwich course (apprenticeship or professional training contract).

Training eligible for the CPF.

This training on a sandwich course (apprenticeship or professional training contract) can be fully financed. It is also open to other audiences and may be covered by other partners/funders. Please contact us for more information.

HOW DO I REGISTER?

HOW DO I REGISTER?

Positioning test and interview by appointment.

File to be collected on site

Voews on Parcoursup.

Depending on the funding body, training is available between 15 and 45 days before the start of the course. Please contact us for further information.

GROUP INFORMATION MEETING

09 apr 2025 | Lycée Joliot Curie

13h30 | Avenue des Goums - Aubagne

07 mai 2025 | Lycée Joliot Curie
13h30 | Avenue des Goums - Aubagne

14 mai 2025 | Lycée Joliot Curie
13h30 | Avenue des Goums - Aubagne

21 mai 2025 | Lycée Joliot Curie
13h30 | Avenue des Goums - Aubagne

04 jun 2025 | Lycée Joliot Curie
13h30 | Avenue des Goums - Aubagne

25 jun 2025 | Lycée Joliot Curie
13h30 | Avenue des Goums - Aubagne

02 juil 2025 | Lycée Joliot Curie
13h30 | Avenue des Goums - Aubagne

09 juil 2025 | Lycée Joliot Curie
13h30 | Avenue des Goums - Aubagne

IMPORTANT: you must register with the coordination secretariat on:
04. 42. 18. 51. 52 , specifying the speciality of the BTS; here BTS MCO.
Thank you for your understanding
Provide yourself with any documents that may enhance your registration request.

AFTER THE COURSE

Sectors of activity: Distribution companies in the food or specialist sectors, company sales units.
Jobs: Sales and service advisor, e-commerce advisor, merchandiser, department second, convenience store manager

AMENITIES

Access for people with disabilities

Accessible to people with disabilities

Transport

Métro line 2 or 1: Gare St Charles
TER Hyeres : Gare d'Aubagne
On foot 8 min

PRACTICAL INFORMATION

CONTACTS

sara KHEMIRI - Co-ordinator
T. 06 25 78 35 99 | sara.khemiri@ac-aix-marseille.fr
Asmaa CHERKAOUI - Assistante
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Nelson PELLEGRINI - Disability Officer
T. 04 91 72 75 31 | nelson.pellegrini@ac-aix-marseille.fr

PLACE OF TRAINING

Lycée Joliot Curie | Avenue des Goums | 13400 Aubagne

ORGANIZATION

GRETA-CFA Marseille Méditerranée

Headquarters : Lycée Jean Perrin 13010 Marseille

Public reception Monday to Friday from 09.00 to 12.00 and from 14.00 to 17.00

Business registration number : 93131539413