

# Sector : TRADE-SALE



**Acronym :** MACOVE

**Option:** Marketing-Commerce-Sales

**Level :** BTS

**Prerequisites:** Scientific series or equivalent level

**Opportunities:**

- Sales animator
- Customer Attaché
- Sales representative
- Sales manager

**Description:**

This specialty aims to meet a need expressed by companies: to surround themselves with equipped salespeople, perfectly imbued with marketing logic, aware of the changing needs of the consumer and oriented towards the development of sales in an environment characterized by competition-

### **Specific skills**

- Understand the marketing logic
- Understand the challenges faced by the company in a competitive environment
- Understand the determinants of the company's commercial success
- Sell sustainably and profitably
- Lead a sales team towards the achievement of objectives
- Animate a point of sale
- Do competitive intelligence to increase sales.

### **Quality and skills**

- Understanding of the international economy;
- Proficiency in other languages
- The ability to negotiate
- Understanding the professional environment
- Be able to work under pressure
- Adaptability and versatility.