

# BTS Commerce international

## Main task : customer canvassing and follow-up

**FIELD  
TASKS**

PROFESSIONAL SKILLS TO GAIN	PROFESSIONAL BEHAVIOUR TO DEVELOP
<ul style="list-style-type: none"> <li>• Identifying and selecting targets in keeping with the company marketing strategy</li> <li>• Assessing present customer potential</li> <li>• Setting up a canvassing project</li> <li>• Collecting and analysing useful data to develop efficient communication (cultural and social information, negotiation techniques)</li> <li>• Communicating with prospective customers (mass mailing, phoning, fairs...)</li> <li>• Creating, managing and updating data files</li> <li>• Analysing assessing and following up canvassing</li> <li>• Driving, boosting, managing a sales network and running a professional network.</li> </ul>	<ul style="list-style-type: none"> <li>• Communicating with prospects, using and widening the professional network.</li> <li>• Corporate culture</li> <li>• Team working</li> <li>• Taking into account cultural differences in the business world</li> </ul>

**EXPECTATIONS**

**TARGETED AND DETAILED FILES  
CANVASSING SCHEME  
EFFICIENT COMMUNICATION WITH PROSPECTS  
ASSESSMENT OF CANVASSING  
FOLLOW- UP OF PROSPECTION  
CUSTOM-MADE OFFERS**

THE COMPANY IS EXPECTED TO SPECIFY THE ASSIGNMENT GIVEN TO THE TRAINEE SO AS TO FILL IN THE PLACEMENT AGREEMENT