NEXTGEN
SCHOOL OF MANAGEMENT

BTS NDRC

Négociation et Digitalisation de la Relation Client

(Negotiation and Digital Customer Relations)

RNCP QUALIFICATION

Level 5

September to June

2 days at school

3 days in the workplace

Operational objectives

This programme aims to provide specialised teaching focused on managing sales units, customer relations and team management.

This programme offers a unique opportunity to acquire the following key skills:

- **Target** and **prospect** customers
- **Negotiate** and **manage** customer relationships
- **Develop customer relationships** and **provide consultative selling**
- Master **omnichannel relationships**
- **Use** and **share sales information**
- **Establish** and **promote the offer** with distributors
- **Acquire the techniques** and the **professional practices.**

Programme

Unit 1 - General culture and communication
- Understand and produce written messages
- Communicate orally

Unit 2 - Foreign language 1
- Understanding written documents
- Written and oral production and interaction
- Listening comprehension

Unit 3 - Economics, law and management
- Using a base of economic, legal or management documentation
- Putting forward well-argued solutions drawing on economic, legal or management concepts and methods
- Carrying out a diagnosis (or part of a diagnosis) to prepare a strategic decision
- Using analyses and proposals in a coherent and well-argued way

Unit 4 - Customer relations and sales negotiation
- Customer development
- Negotiation, selling and enhancing the customer relationship
- Managing the customer relationship
- Market intelligence and sales expertise

Unit 5 - Remote customer relations and digitalisation
- Managing remote customer relations
- Managing e-customer relations
- Managing e-commerce sales

Unit 6 - Customer relations and network management
- Managing distributor networks
- Managing partner networks
- Managing direct sales networks

Optional unit 1 - Foreign language 2
- Understanding written documents
- Written and oral production and interaction



Teaching methods

The programme is run on a work-study basis under an apprenticeship contract, with a total of 1,350 hours spread over 2 years.

Our BTS programmes take a comprehensive approach, combining:

- Feedback from professional experience
- Collaborative work
- Theoretical input
- Practical exercises
- Independent study time
- Training rooms equipped with PCs and projectors or interactive whiteboards.

In addition, our training rooms are equipped with PCs, projectors or interactive whiteboards to support your learning. All our programmes benefit from the expertise of vocational trainers with solid hands-on experience.

Monitoring and assessment

- In-course assessments
- One mock BTS exam per year
- One-off exams (written and oral).

Certification at the end of the programme

All course units are validated by a national examination at the end of the 2 years of study.

Prerequisites

Hold a general, technological or vocational baccalauréat, or equivalent.

Admission requirements

- Placement test
- Admission based on application and motivation interview.

Class size per session

Minimum: 20 - Maximum: 25

Tuition fees

Free of charge for learners.

Codes

- Formacodes: 34561 / 34076 / 34052 / 34040
- RNCP: 38368
- ROME: M1704 / D1401 / D1406 / M1703 / D1501
- NSF: 312

Funding

OPCO

- Apprenticeship / OPCO

Accessibility

Facilities on site to welcome people with disabilities and give them full access.

Mobility, disability and academic officer

Saousane CHARFI
scharfi@ubc-education.com

"Unlocking your talent, building your future"

Qualification and exam procedures

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RÉPUBLIQUE FRANÇAISE

Qualification: Brevet de Technicien Supérieur from the French Ministry of Education (state diploma)
BTS exams (held at the end of the 2nd year according to the academic calendar):

BTS Négociation et Digitalisation de la Relation Client	School-based route in a public school or a state-contracted private school, CFA or approved apprenticeship section. Continuing vocational training in approved public institutions.		Continuing vocational training in approved public institutions.		School-based route in a private school, CFA or non-approved apprenticeship section. Continuing vocational training in non-approved public institutions or in private institutions, distance learning, candidates with 3 years of professional experience.			
Exams	**Unit**	**Coef.**	**Format**	**Duration**	**Format**	**Duration**	**Duration**	**Duration**
E1 General culture and communication	U1	3	Written	4h	CCF: 3 assessed tasks		Written	4h
E2 Communication in a foreign language	U21	3	Oral	30m* + 30m	CCF: 2 assessed tasks		Oral	30m* + 30m
E3 Economics, law and management	U3	3	Written	4h	CCF: 2 assessed tasks		Written	4h
E4 Customer relations and sales negotiation	U4	5	CCF: 2 assessed tasks		CCF: 2 assessed tasks		Oral	40m* + 1h
E5 Remote customer relations and digitalisation	U5	4	One-off written exam + One-off practical exam	3h + 40m	One-off written exam + One-off practical exam	3h + 40m	One-off written exam + One-off practical exam	3h + 40m
E6 Customer relations and network management	U6	3	CCF: 2 assessed tasks		CCF: 2 assessed tasks		Oral	40m
EF1 Communication in a foreign language **	UF1		Oral	20m + 20m*	Oral	20m + 20m*	Oral	20m + 20m*

** Preparation time.*
*** The foreign language chosen for the optional exam must be different from the one chosen for the compulsory exam. Only marks above the average can be taken into account.*

Programme years 1 and 2

- General culture and communication
- Foreign language
- Economics, law and management
- Customer relations and sales negotiation
- Remote customer relations and digitalisation
- Customer relations and network management
- Communication in a foreign language.

NEXTGEN
SCHOOL OF MANAGEMENT

Innovate, start up, make an impact!

Join NEXTGEN and start building your future today.

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