NEXTGEN
SCHOOL OF MANAGEMENT

BACHELOR RDC

Responsable du Développement Commercial

(Sales Development Manager)

RNCP37849 QUALIFICATION

Professional certification **"Responsable du Développement Commercial"** registered with the RNCP for 3 years (RNCP record no. 37849) by decision of the Director General of France Compétences dated 19 July 2023, at qualification level 6, with NSF code 312, under the title Responsable du développement commercial, valid until 19 July 2026, awarded by IMCP, the certifying body. This certification is made up of 3 skills blocks. Skills blocks offer a modular, step-by-step route to the certification, as part of a training programme or a VAE process (accreditation of prior experiential learning), or a combination of these routes.

Level 6

September to June

1-year programme

5 days a month at school

Operational objectives

The Responsable du Développement Commercial (sales development manager) designs and implements the strategy according to the organisation, its sector and its competitors.

With recruitment under pressure, the profession needs more diverse profiles, tailored training and mobility between roles to attract new talent.

Programme

RNCP37849BC01
Managing the operational roll-out of the sales action plan

C1.1 - Carry out the company's strategic diagnosis as part of strategic monitoring, assessing the capabilities needed to respond to changes in its environment using specific tools (SWOT, PESTEL and Porter analyses) – identifying the factors in the company's internal context and external environment – in order to identify the priority actions needed to grow the sales activity.

C1.2 - Set sales objectives (SMART method) in the form of varied means to grow the company's business, as part of a growth plan (internal and/or external) with several areas of development, in order to support decision-making on developing promotional and sales activities for a product or service.

C1.3 - Draw up the sales action plan as a roadmap for business development, automating recurring actions and setting out the objectives and related actions to be implemented over a given period, targeting solutions and services in a specific field of activity for a target customer base, in order to set out the company's development strategy in operational terms.

C1.4 - Implement the sales action plan as part of an omnichannel strategy and a CSR approach, incorporating the material, financial and human resources needed for each defined sales action, as well as the deadlines linked to the objectives and the standards to be met, in order to achieve the sales objectives previously set.

C1.5 - Assess the company's sales performance using indicators that track sales results (KPIs) in a dashboard (sales reporting), with digital tools to measure the effectiveness of the sales actions in place and monitor changes in revenue, in order to identify areas for improvement and correct and adapt the initial business development plan.

C1.6 - Monitor the sales action plan, which is designed to evolve, by setting new, more suitable objectives – in line with the company's growth and the new resources available to it – and adjusting the actions implemented, in order to align with the company's overall strategy and vision.

Programme

RNCP37849BC02
Developing the company's growth strategy

C2.1 Define the company's sales strategy, in the form of methods put in place to achieve the sales objectives set, in line with the company's values and development possibilities, within a target business sector, for the assigned customer portfolio, closely aligned with the company strategy and the marketing strategy, in order to put effective operational management in place and develop sales communication.

C2.2 Incorporate customer types into the sales strategy, in the form of standard profiles or buyer personas, by segmenting customers into different categories, targeting their expectations and needs, their behaviour and what drives them to buy, in order to develop a suitable sales policy.

C2.3 Set an attractive and consistent pricing policy for the product or service with the marketing department, aligning with market prices and linking the selling price to the quality of the product or service, in order to provide tangible proof of its value while keeping control of the profitability targeted by the company.

C2.4 Implement the omnichannel sales strategy to meet customer needs, guaranteeing an offer of new, value-added products and services that evolves and adapts to customers' preferences and buying habits, adapting the quality of the product and service offer (materials used, shipping method and customer support) in relation to the competition, and creating a professional image that satisfies customers.

C2.5 Build a tailored sales proposal, developing a precise and technical sales pitch, highlighting the strengths of the company's products and services, and putting a strategy in place to give its offer a credible, attractive and distinctive position, in order to strengthen the company's competitiveness.

C2.6 Develop the omnichannel prospecting strategy, with a specific budget, identifying markets with opportunities for the targeted prospects in relation to quantitative and qualitative objectives, using the best tools (CRM), acquisition channels and communication actions (email campaigns, telephone prospecting, field prospecting, referral programme, trade fairs, etc.), in order to find and win new customers.

C2.7 Build a sales negotiation strategy for key accounts, as part of a long sales cycle, analysing the customer's needs, preparing a tailored sales offer, building a relevant sales pitch that overcomes objections and includes detailed technical solutions, and defending the price with specific sales techniques, in order to close the deal and reach a commercial agreement.

C2.8 Develop the customer portfolio by creating a complete database (CRM tool) of customers and their buying habits, useful for managing the business relationship well, in order to organise sales actions better, segment the customer base and increase revenue through upselling.

C2.9 Implement a customer loyalty strategy, following up sales files, building a relationship of trust over the long term, running satisfaction surveys, offering small gestures (e.g. exceptional discounts) and a loyalty programme via social media and newsletters, and developing new services, in order to turn customers into brand ambassadors and guarantee return on investment.

C2.10 Develop a personalised customer relationship strategy as part of a digital transformation approach, with the marketing and communication teams, based on consumer behaviour, to deliver a distinctive, tailored and optimised omnichannel customer experience, making the customer

Programme

journey smooth and putting effective complaint handling in place, in order to increase customer satisfaction and engagement.

C2.11 Set up win-win business partnerships as growth levers, sharing the same values and objectives, in the form of a collaboration system around joint projects, based on a business model and a partnership file, drafting a proposal, conducting negotiations and assessing the return on investment, in order to gain visibility and reputation.

RNCP36726BC03
Managing a sales team

C3.1 Determine the sales team profile, identifying the skills needed to achieve the objectives set in the sales action plan, in line with the company's sales strategy and HR policy, adapting the necessary conditions for people with specific needs linked to the various forms of disability, in order to offer a quality sales service and ensure team performance.

C3.2 Build the sales team, by recruiting new salespeople if needed and through training, defining each person's roles and responsibilities to achieve the objectives within the defined sales assignments (prospecting, promoting the offer, selling, managing the customer portfolio, monitoring, reporting), while taking account of people's specific needs and ensuring good accessibility for people with disabilities.

C3.3 Manage the sales process by putting in place visualisation tools (customer relationship management tool, CRM) and sales activity management tools (sales funnel), in order to follow the sales team's assignments throughout the sales cycle and enable salespeople to organise themselves and keep control of their activity.

C3.4 Develop strategies to lead and motivate the sales team, using digital tools and a collaborative platform, sales meetings and regular one-to-ones, giving the team the resources it needs to perform, maintaining a sense of belonging to the company, and advising and guiding the team, in order to ensure progress, productivity and team cohesion.

C3.5 Put strategies in place to develop the individual and collective skills of the sales team, through classroom training and e-learning – taking into account the adjustments needed for people with disabilities – bringing the team up to date with new trends and introducing digital sales support tools, in order to build a high-performing team.

C3.6 Coordinate the team's sales operations with the marketing and communication department in charge of content creation, to create value around a product or service, linking the product to the brand, within a budget, through advertising campaigns and a variety of media and distribution channels, in order to boost sales.

C3.7 Assess the sales performance of team members individually and collectively, using reporting based on quantifiable sales indicators, in order to determine whether objectives have been met, identify gaps and analyse with the team the impact of sales activities on the company's profitability.

C3.8 Monitor the sales team's activity, analysing its results, putting in place the corrective actions needed to improve performance, recruiting or reallocating tasks among team members, in order to adapt and improve the sales process and stay ahead in the market.

Target careers

- Business development manager / officer, development manager,
- Sales manager, sales strategy manager, technical sales manager,
- Development manager / business developer,
- Sales development manager, sales force manager, sales promotion manager, head of sales, e-commerce manager, sales manager,
- Business manager / officer / engineer,
- Key account manager / sales engineer, account manager / negotiator,
- Business development consultant / advisor, sales strategy and business development consultant / advisor,
- Account manager / account officer / account executive, customer relationship manager,
- Sales manager, sales operations manager (SalesOps), sales development representative (SDR), key account manager (KAM) / global account manager.



Prerequisites

The professional certification "Responsable du Développement Commercial" (RDC) is open to candidates holding a level 4 qualification.

- **Admission to year 1:** Baccalaureate level or a level 4 professional certification (having sat the exam)
- **Admission to year 2:** hold a level 4 qualification and one year of higher education related to the professional certification
- **Admission to year 3:** hold a level 5 qualification or, failing that, a level 4 qualification and at least 2 years' professional experience related to the professional certification

By special exemption, candidates with 3 years' experience in a sales role may be admitted.

Exemptions are submitted to the certifying body for approval before the start of the programme.
Where applicable, prerequisites for validating the certification:

To appear before the Grand Oral jury, candidates must:

01: have been assessed in all the certification exams,
02: have been assessed by their tutor or internship supervisor in a work situation, with a completed professional evaluation,
03: have submitted their certification passport
04: have completed their job and behavioural self-assessment

About the programme

Assessment methods

- Real-life professional scenario
- Case study
- Simulated professional scenario
- Oral presentations before a jury

Certification at the end of the programme

All course units are validated by a national examination at the end of one year of study.

Specific prerequisites for skills blocks:

No.

Admission requirements

- Placement test
- Admission based on application and motivation interview
- No equivalences and/or bridging routes.

Next step: Mastère Manager d'Affaires

Tuition fees

Programme fee: €7,000.00.
For work-study students, tuition fees are covered by the host company's OPCO (French skills operator).

Codes

- Formacodes: 34026 / 34582
- RNCP: 37849
- ROME: M1707
- NSF: 312

Mobility and academic officer

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Adjustments to be defined based on the disability

"Unlocking your talent, building your future"



NEXTGEN
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Innovate, start up, make an impact!

Join NEXTGEN and start building your future today.

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