

Course : Sales and marketing assistant, the job

interface with sales representatives and build customer loyalty

Practical course - 2d - 14h00 - Ref. ASC

Price : 1280 € E.T.

★★★★☆ 4,4 / 5

This course enables sales assistants and sales representatives to work in symbiosis and optimize work organization to ensure effective follow-up of sales actions. At the end of this course, your ability to direct customer requests and interface with sales staff will be optimized.

Teaching objectives

At the end of the training, the participant will be able to:

- ✓ Streamline the relationship between internal and external sales teams
- ✓ Optimize time and priority management and know how to say no
- ✓ Be comfortable communicating with customers
- ✓ Write effective, dynamic letters
- ✓ Develop customer satisfaction: orders and recommendations
- ✓ Identify the sales assistant's scope of action

Intended audience

Sales assistant assistant, sales administrator (ADV), sales and customer relations assistant.

Prerequisites

No special knowledge required.

Practical details

Hands-on work

Pedagogy based on participants' expectations. Practical examples, exchanges, theoretical input. Case studies and role-playing.

Teaching methods

Active teaching.

Course schedule

PARTICIPANTS

Sales assistant assistant, sales administrator (ADV), sales and customer relations assistant.

PREREQUISITES

No special knowledge required.

TRAINER QUALIFICATIONS

The experts leading the training are specialists in the covered subjects. They have been approved by our instructional teams for both their professional knowledge and their teaching ability, for each course they teach. They have at least five to ten years of experience in their field and hold (or have held) decision-making positions in companies.

ASSESSMENT TERMS

The trainer evaluates each participant's academic progress throughout the training using multiple choice, scenarios, hands-on work and more. Participants also complete a placement test before and after the course to measure the skills they've developed.

1 Sales administration

- Process and monitor contracts from receipt to delivery.
- Act as an interface between internal (sales, production, accounting...) and external (customer) departments.
- Monitor ongoing business and manage discrepancies.
- Maintain sales activity monitoring dashboards.
- Focus on CRM.

Exercise

Draw up a job description for the sales assistant and sales representative (job description, main and occasional tasks, hierarchical and occasional links, required qualities, etc.). Discussions. Build, update and "maintain" a sales department dashboard.

2 Efficient time management

- Prioritize different priorities: prospects, customers, sales people, managers.
- Assist the manager and sales staff in day-to-day management.
- Managing commercial e-mails.
- Build and optimize your sales activity management matrix.

Hands-on work

Exercise: create your own time and priority management matrix specific to your sales activity. Setting the scene: two volunteer participants present their own matrix to the group. Discussion.

3 Adding value to sales actions

- Advise, guide and sell through multiple channels (e-mail, telephone, possibly face-to-face).
- Make contact (ask questions, expectations and motivations).
- Engage towards the conclusion (dealing with objections, argumentation and conclusion techniques).
- Monitor and participate in market and competitor intelligence.
- Support sales assistance (trade shows and events, communication support).

Role-playing

Customer relations simulations on the telephone: staying positive and dealing with a difficult prospect or customer. Group debriefing.

4 Optimizing written and oral communication

- Know the rules of communication (verbal, paraverbal, non-verbal).
- Streamline telephone communication.
- Prevent disputes and handle customer complaints.
- Structure your professional writing: clear, concise, precise.

Hands-on work

Customer relations simulation on the telephone: dealing effectively with customer complaints, managing conflicts. Group debriefing. Exercise: responding to a customer in writing (related to his/her world).

TEACHING AIDS AND TECHNICAL RESOURCES

- The main teaching aids and instructional methods used in the training are audiovisual aids, documentation and course material, hands-on application exercises and corrected exercises for practical training courses, case studies and coverage of real cases for training seminars.
- At the end of each course or seminar, ORSYS provides participants with a course evaluation questionnaire that is analysed by our instructional teams.
- A check-in sheet for each half-day of attendance is provided at the end of the training, along with a course completion certificate if the trainee attended the entire session.

TERMS AND DEADLINES

Registration must be completed 24 hours before the start of the training.

ACCESSIBILITY FOR PEOPLE WITH DISABILITIES

Do you need special accessibility accommodations? Contact Mrs. Fosse, Disability Manager, at psh-accueil@orsys.fr to review your request and its feasibility.

REMOTE CLASS
2026 : 29 June