

# Course : Certification course

## Drawing up a sales development plan

Skills block of RNCP 36610 title

**Practical course - 10d - 70h00 - Ref. ZEP**

**Price : 3810 € E.T.**

This course represents the first block of skills making up the state-approved level 6 (Bac +3) certified qualification "Business Development Manager". This course will teach you the different stages involved in deploying and managing a sales strategy and action plan.

### Teaching objectives

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

- ✓ Identify the sources of documentary studies
- ✓ Mastering qualitative and quantitative research methodologies
- ✓ Understanding strategic marketing
- ✓ Build your Sales Action Plan
- ✓ Know and understand the challenges of the customer experience
- ✓ Monitor, evaluate and adapt your Sales Action Plan

### Intended audience

Anyone wishing to draw up a business development plan.

### Prerequisites

Hold a level 5 diploma (Bac +2). If this is not the case, hold a level 4 diploma (BAC) and 3 years' experience, subject to validation of the VAP file by the certifier.

### Certification

Bloc de compétences " Elaborer un plan de développement commercial ", de la certification professionnelle " Responsable développement Commercial ", délivrée par ESGCV. Registered in the répertoire national des certifications professionnelles, under number 36610, by decision of the Director General of France Compétences dated 01/07/2022.

### PARTICIPANTS

Anyone wishing to draw up a business development plan.

### PREREQUISITES

Hold a level 5 diploma (Bac +2). If this is not the case, hold a level 4 diploma (BAC) and 3 years' experience, subject to validation of the VAP file by the certifier.

### 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.

## Course contents

This course consists of the following modules :

### Market research and survey techniques

Ref. TEM - 2 days



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### Certification Drawing up a business development plan

Ref. ZPU - 1 day

## Course schedule

### 1 Market research techniques

- Drawing up specifications based on various studies
- Identify the sources of documentary studies
- Mastering qualitative and quantitative research methodologies
- Build customer satisfaction surveys and test offers

### 2 Integrate customer experience into your marketing strategy

- Know and understand the challenges of the customer experience
- Master the fundamentals and use appropriate tools and methods
- Implement and manage a customer experience improvement program
- Reinforce employee commitment to customer culture

### 3 Design and optimize your sales strategy

- Understanding strategic marketing
- Integrate operational marketing tools into your thinking
- Draw up a strategy and set quantitative and qualitative targets
- Build your Sales Action Plan
- Manage and evaluate sales actions

### 4 Build and manage the Sales Action Plan

- Analyze your portfolio or market
- Set objectives and develop a global sales strategy
- Build a Sales Action Plan and translate it into operational marketing actions
- Monitor, evaluate and adapt your Sales Action Plan
- Promote the Sales Action Plan to management and staff

## Dates and locations

### REMOTE CLASS

2026 : 26 Mar., 18 May, 28 Sep.

### PARIS LA DÉFENSE

2026 : 26 Mar., 18 May, 28 Sep.

## 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](mailto:psh-accueil@orsys.fr) to review your request and its feasibility.