



IPC Vins & Spiritueux

Commercial spécialisé, un emploi assuré

SALES MANAGEMENT IN THE WINE AND SPIRITS INDUSTRY

In close association with the professionals of the industry, IPC Wine and Spirits is firmly committed to meeting the requirements of the market, bridging the gap between studies and active life.

The goal is to train professionals for commercial acts, capable of presenting, injecting enthusiasm and selling products according to the sector: wine estates, brokerage, commerce, specialized distribution, large distribution, cooperatives, private cellars.

Thanks to professional trainers, the course enables participants to acquire technical and practical knowledge of the professional environment and trades, together with theoretical, conceptual and operational fundamentals.

The vocation at IPC is also to accompany all our participants in the development of their career. There are numerous professional opportunities after IPC Wine and Spirits: technical salesperson, export manager or assistant, sales executive, department manager, manager of sector of activity, salesperson / advisor, commercial agent, wine merchant.



MANAGING AND MARKETING products or services respecting the regulations linked to the sector

Sales methods and tools – Negotiation techniques – Sales and sales channels – the French market and foreign markets – Effective marketing and applications in the profession – Commercial law – Commercial calculations.

Winegrowing regulations – Brand obligations – Knowledge of French and foreign wine and spirits products and tasting techniques – International approach and administrative obligations – Intra Community law – English applied to the wine and spirits industry.

Visits – Professional testimonies – Organised professional tastings – Wine fairs - Competitions

PARTICIPATING IN PERSONNEL MANAGEMENT

Human resources management / team animation – Corporate communication – Effective management – Personal development and group work Employment law

CONTRIBUTING TO THE MANAGEMENT AND DEVELOPMENT OF A PROFIT CENTRE

Strategic marketing: awareness and monitoring, diagnosis. Economic environment of the industry – Knowledge of professional structures and practices: organisations and operators.

- Company law – Financial and accounting approaches – Financial analysis and management – Budget and management control – Word, Excel, PowerPoint applications

DEVELOPING PROFESSIONAL SKILLS

Conducting a project in the company – Writing a report on a commercial issue – Viva / Defense

PARTICIPANTS

Job seekers, employees on individual study leave (CIF), employees (continuing education, DIF, periods of work experience), students / foreigners mastering French.

PRE-REQUIREMENTS

Young adults under 26:

- Level IV validated with project
- Level IV non-validated + 3 years experience in the sector

Adults over 26:

- Level IV validated + 2 years experience in the sector
- Level IV non-validated +3 years experience in the sector
- Level V or IV validated +3 years experience outside sector

Strong motivation for marketing wine and spirits products. Language skills desirable

DIPLOMA

- Diploma level III issued by the State 'Management of commercial units with specialized Wine and Spirits option' (RNCP)

- Diploma issued in full or partially
- Access possible by VAE

PRATICAL INFORMATION

Full training : 1270 hours over 9 months (including 11 weeks in company) or course with work experience (22 months in course combined with work experience contract)

Modular training : Modules can be adapted to individual requirements: Periods of work experience, DIF, VAE

Dates : From January to October

Location : Rue René Cassin - Bordeaux

Price : Jobseekers and others 4 000 € / CIF: 7 150 €

Training by block or module, DIF etc: consult us for the cost

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