



SALES MANAGER IN WINE AND SPIRITS

In close collaboration with professionals, IPC Wine and Spirits' intention to meet market needs. There is therefore a strong link between the programme of studies and working life.

The goal is to train specialised sales people, able to present, valorise and sell their products according to their area of expertise : wine estate, wine broker, wine seller, specialty shops or hypermarkets, cooperatives and small privately-owned estates.

Thanks to a teaching staff of experienced professionals, the course provides technical and practical knowledge of this area of activity and its different careers, as well as a theoretical, conceptual and operational grounding.

IPC's vocation is also to follow the students all along their professional life.

A wide variety of positions are available to IPC Wine and Spirits graduates: sales representative, assistant export sales managers, executive sales manager, department manager, point of sale adviser, sales agent, specialized shopkeeper.

Since the creation in 1974, IPC Wine has graduated more than 800 students who are now involved in wine industry around the world.

STRATEGY

- Marketing strategy: economic and legal environment of the field of Wine and Spirits.
- Knowledge of the organisations and institutions and professional practices.
- Product knowledge: the vine, wine and spirit appellations in France and abroad, tasting.

SALES

- Commercial law – Marketing - Selling methods and tools – Negotiation techniques – Sales channels : French market, foreign markets (import/export) – Trademarks – International law – Legislation – Introduction to international administrative obligations.
- Supported by: visits of sites, first-hand accounts from professionals, tasting sessions.

FINANCE

- Financial management techniques – Introduction to accounting Budget and budget control – Analysis and financial management.

MANAGEMENT

- Social environment – Human resources / team management – Personal evolution and team work – Corporate communication and operational management.
- Supported by : workshops and case studies.

OTHER

- Office management – Written and oral means of communication – English – Project management – Internships and job search.

WHAT THEY SAY

• “The IPC is a breeding ground for new talent. Graduates benefit from comprehensive, hands-on training and, above all, they show great motivation, determination and maturity...These are the entrepreneurial qualities that are so precious to companies like ours”. *Laurent ABBA – Sales Director - PRODIFFU*

• “Demanding and comprehensive, the IPC Vins & Spiritueux course provided me with the essential knowledge and tools that I use today. Close relations with professionals in the sector make this a must for anyone wishing to embark on a career in wine and spirits” *Géraldine GOUET-THUREAU – Communication Manager CASTEL*

• “The programme lasts 10 months, 2 months course in a business, and the level acquired is Bac+2 (A level+2 years), for students who are atypical, as the head of IPC *Marie-Claude BLIN PIGEARIAS* said : “They are between 20 and 50 years old, 28 to 30 on average. 1 out of 5 is foreign. Certain are following their first training course, while others are preparing a change of direction, whereas others are looking for a job. The important thing is that they have a feeling for sales”. To be selected, each person has sent in a candidate application (every year the IPC receives more than 350) before being convened for tests on general knowledge, communication, aptitude and motivation.

Training is provided by professionals, oenologists, sales directors and consultants. Some ex-IPC also come to give their advice. “We try and stay in contact with them”, explained *Marie-Claude BLIN-PIGEARIAS*. “ This network is profitable to the new graduates.” The latter in fact have no particular worry for their future – whether they become representatives, assistants or head of export, whether they set up their cellar or their wholesale company, 90 % of them find



RECRUITMENT CONDITIONS IN BORDEAUX

PARTICIPANT

Job seekers and wage earners on individual training leave.

REQUIREMENT

Aged 21, Bacalalaureat, professional experience (internships or jobs of a technical or a sales nature), highly motivated for the marketing of wine and spirit products, linguistic skills required.

DIPLOMA

State accredited – level 3 of "Specialised Sales Manager"

Duration : 1270 hours over 9 months

(11 weeks in-compagny training)

Modules adaptable within the framework of the Professionalisation Contract and the VAE (official validation of professional experience).

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