

BTS CCST

Conseil et Commercialisation de Solutions Techniques

It is a two-year course in
Technical Sales
Equivalent to an HND (UK) or an Associate's Degree (US)

→ Access

- Selection on file via the Parcoursup platform (<https://www.parcoursup.fr>)
- Recommended profiles: BTEC National Diplomas, Vocational degrees in the commercial and industrial sectors, A-levels
- Training and career opportunities open to girls and boys

→ Student Profile

A BTS CCST student should possess the following qualities:

- good interpersonal skills and an ability to listen
- curiosity
- good capacity for work and commitment
- thoroughness and method

→ Curriculum

- **General subjects** : General knowledge and expression, English, Economic, legal and managerial culture
- **Professional subjects** : Management of technical and commercial activities, Design and negotiation of technical and commercial solutions, Customer development, Technical teaching
- **Internship** : the two-years course includes a 14-week internship spread over 4 blocks

→ About the job

A technical sales representative is a professional who sells technical products and has expertise in the technical and industrial aspects of their products. They demonstrate both commercial and technical skills. They understand the technical materials they work with and can tailor their offer to customers' expectations, negotiating a technical and financial solution in each situation. They discuss these items with customers using their technical knowledge to explain product specifications and complex concepts to customers. They cater to both business customers and private individuals.

→ Career prospects

- Technical sales shop assistant,
- Mobile or office-based technical sales representative

After a few years of experience, a holder of the certificate can be promoted to positions of responsibility such as becoming a:

- Customer Relationship Manager
- Key accounts manager
- Sales executive
- Sales manager
- Sales director
- Branch manager



→ Further Education

The BTS is designed to facilitate direct entry into the workforce. However, many graduates choose to continue their studies to enhance their level of qualification (Professional Bachelor's degree, Business studies ...).

As an employee of a retailer or industrial supplier, a technical sales representative is responsible for the development of a product line and the management of a customer portfolio. Over time, depending on their experience, they may manage a team. They have a high degree of autonomy; they organize their own work and that of a team if necessary. They monitor objectives and results, and manage their time and budget. They also report relevant commercial and technical information about the market.



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