



LYCEE XAVIER MARMIER
53, rue de Doubs
25300 PONTARLIER
FRANCE

WORK PLACEMENT ASSIGNMENT

The company may select one or several among the following listed above

Professional skills to gain

- Identifying and selecting targets in accordance with the characteristics specific to foreign markets.
- Assessing the potentialities of current customers.
- Organizing prospection and the communication with potential customers.
- Analyzing, assessing and following-up prospection
- Creating, managing and updating a network of relevant contacts.
- Managing a sales network and a list of contacts.
- Gathering, analyzing and selecting information about the decision-making processes and the methods of trade negotiation in different countries.
- Communicating efficiently with foreign contacts thanks to information gathered about different social and cultural practices.
- Implementing and widening the network of foreign contacts.
- Managing the network of sales and contacts.

Activities

The student will have to carry out the (or some of the) following activities within the domestic or foreign markets:

- Creation of a portfolio of prospective customers.
- Development of a prospection plan.
- Implementation of an efficient communication with prospective clients.
- Evaluation of prospection.
- Follow-up of prospection.
- Elaboration of an offer adapted to the market.