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Control your air and sea transport



IE-1 2 Days (14 Hours)

Description

Companies that have just conquered international market share must, to ensure the sustainability of their development, control as best they can the delivery of their products under the best conditions of costs, deadlines and security to their customers. This training in international logistics is the ideal solution to provide you with the necessary foundations to find the best solutions and negotiate as best you can with different service providers.

Who is this training for ?

For whom

Collaborator in transport and logistics services and Import-Export services, responsible for transport, ADV, purchasing and logistics services.

Prerequisites

Aucune

Training objectives

- Formalize your needs, analyze the service providers' offer.
- Optimize the logistics of international operations, customs facilities, regulations in force.

Programme:

- L'environnement du secteur du transport
- Comprendre les aspects techniques et contractuels
- Les documents de transport
- La tarification en transport maritime et aérien
- Les opérations douanières
- Exercice de synthèse

Control the legal risks of your international contracts



IE-47 2 Days (14 Hours)



Description

3/4 of the problems encountered on an international project or business originate from poorly written contract clauses and poor monitoring of exchanges of letters given the importance of the financial issues. This training in international law allows you to understand contractual risks, answer your questions and prevent identified risks.

Who is this training for ?

For whom

Business engineer, project manager, sales and export manager, area manager. Legal and Export Services Collaborator.

Prerequisites

None

Training objectives

- Identify and contractually control international buyer/seller risks.
- Adapt the various international contracts to their context (sales, purchase, distribution contracts, etc.).
- Negotiate and integrate the clauses in its favor.
- Integrate the legal and contractual approach into the offer.
- Financially secure its international operations.

Programme:

- Sécurisez votre offre à l'international
- Maîtrisez les clauses juridiques de vos contrats
- Gérez vos clauses à haut risques
- Maîtrisez le risque financier et fiscal
- Réglez avantageusement les litiges à l'international

Master the management of your import export orders



IE-48 2 Days (14 Hours)



Description

Experience shows that an employee who perfectly masters the process of an international order greatly reduces the risks linked to a commercial operation. Good understanding of customer or supplier expectations, elimination of disputes linked to means of payment, reliability of logistics data are the right reflexes for a successful international operation.

Who is this training for ?

For whom

Export, Import Assistant, Export, Import sales administration employee, customer service order manager, Export, import and logistics services employee, ADV.

Prerequisites

No special knowledge.

Training objectives

- Check the regulations of the customer/supplier country.
- Write import-export documents.
- Provide the key elements of a transport quote.
- Monitor and manage the logistics flows of an order.
- Calculate the actual cost of an import-export operation.
- Resolve a dispute with the forwarder.

Programme:

- Maîtriser les Incoterms 2020
- Optimiser les opérations de transport international
- Optimiser les opérations en douane
- Comprendre les encaissements à l'international

Obtain aid and finance your export projects



IE-4 2 Days (14 Hours)

Description

Your international development or export projects can be financed thanks to numerous regional, national or European aids. This aid aims to support French SMEs and VSEs and also allows them to join forces or develop their industrial tools. Having an aid strategy allows you to obtain optimal financing adapted to your objectives. This training will allow you to familiarize yourself with these multiple supports and develop your export projects.

Who is this training for ?

For whom

General manager. Financial director, financial manager. Sales director, export director. Project manager.

Prerequisites

Aucune

Training objectives

- Identify the right aid program.
- Create your export aid file.
- Present the closing file.

Programme:

- En amont du présentiel
- Les aides pour aborder les premiers marchés
- Les aides pour financer votre développement
- Connaître les organismes et leur mode de fonctionnement.
- Sélectionnez et préparez le montage de votre premier dossier d'aide. Choix d'une aide régionale, nationale, européenne.
- Après le présentiel, mise en œuvre en situation de travail

Organize your international logistics



IE-47 2 Days (14 Hours)

Description

Controlling your end-to-end flows by integrating regulatory and environmental issues, while guaranteeing high service rates and controlled costs is a challenge for international logistics professionals. This training covers the stages of the international logistics process from a practical angle to enable you to meet the challenge.

Who is this training for ?

For whom

Logistics director, logistics manager, Supply Chain manager, engineer or logistics project manager.

Prerequisites

None.

Training objectives

- Select the best solutions to optimize and manage your international logistics flows

Programme:

- Organiser son réseau transport, plateformes et logistique à l'international
- Maîtriser l'essentiel des incoterms® et des formalités douanières
- Optimiser et sécuriser les flux pour prévenir les risques

Succeed in your international commercial negotiations



IE-6 2 Days (14 Hours)



Description

You're much too expensive! This resolutely action-oriented training allows you to acquire winning reflexes and a proven methodology to succeed in your negotiations in an increasingly difficult international context.

Who is this training for ?

For whom

Area manager, Export salesperson, project manager, business engineer and any person responsible for the sale and negotiation of services or products internationally.

Prerequisites

Aucune

Training objectives

- Acquire the tools and techniques to succeed in international negotiations
- Identify your negotiation style and that of your interlocutor
- Assert yourself in the face of buyer pressures
- Defend and develop your margins in an intercultural context

Programme:

Work effectively in an intercultural environment



IE-7 2 Days (14 Hours)

Description

This action-oriented training provides the necessary tools to develop cohesion and performance in a multicultural team.

Who is this training for ?

For whom

Anyone who works with multicultural teams, in a hierarchical or functional relationship.

Prerequisites

Aucune

Training objectives

- Understand the cultural impact on team development
- Mobilize adequate skills to address intercultural issues
- Develop the cohesion of multicultural teams
- Anticipate and manage conflicts posed by cultural differences
- Make a multicultural team a lever for efficiency

Programme:

Commercial export



IE-8 7 Days (49 Hours)

Description

Moving from French sales to international sales requires knowing the fundamentals of sales and export: collecting information on the different markets, identifying the right intermediaries, managing your sales process, securing your operations... This export sales executive training has a triple objective: understanding international mechanisms; mastery of the fundamentals necessary for its international development; international sales techniques, and tools to secure international operations.

Who is this training for ?

For whom

Business engineer wishing to develop his international sales skills. Salesperson or sales service manager, technical salesperson wishing to acquire international sales techniques. Sales executive required to sell internationally.

Prerequisites

Aucune

Training objectives

- Build a development plan by market.
- Master the specificities of business sales and the legal and financial risks.
- Manage marketing: select intermediaries; control the result.
- Acquire fundamental intercultural knowledge to negotiate internationally.

Programme:

- Comprendre l'organisation des marchés à l'international
- Structurer sa recherche d'information
- Connaître et analyser son marché
- Construire son plan de développement par marché
- Sélectionner ses intermédiaires
- Définir l'objectif commercial, contrôler le résultat et manager les intermédiaires
- Négocier à l'international

- Intégrer la dimension financière des opérations internationales
- Maîtriser les risques juridiques des opérations à l'international
- Maîtriser les techniques de couverture des risques financiers

Know customs regulations and master transport



IE-9 3 Days (21 Hours)

Description

Find a nomenclature in a few minutes, know the customs duty applied to my product in this country, produce the correct documents for customs clearance, find the specialized carrier in this area, know my rights vis-à-vis these transport intermediaries and of the tax administration... This training in customs regulations and international transport provides you with the essential techniques to optimize all these operations.

Who is this training for ?

For whom

Collaborator of Import-Export services. Collaborator in ADV, purchasing and logistics services. For the manager of logistics and purchasing services, it is recommended to follow the 'Organizing your international logistics' training (ref. 6958).

Prerequisites

Aucune

Training objectives

- Analyze, select and implement the different customs clearance procedures.
- Write the documents required by the administration.
- Negotiate on an equal footing with freight forwarders.
- Find the documents necessary for export and import operations.
- Anticipate disputes with customs and prepare for negotiation.

Programme:

- Comprendre l'organisation et le traitement douanier des échanges internationaux
- Étudier les éléments importants de la déclaration en douane
- Maîtriser les opérations extracommunautaires
- Maîtriser les opérations intracommunautaires
- Utiliser les régimes particuliers pour optimiser vos coûts.
- Gérer les litiges avec les douanes

- Optimiser les opérations de transport
- Certification

Know customs regulations and master transport - Level 2



IE-48 2 Days (14 Hours)



Description

This training offers participants the opportunity to learn how to put their customs operations under control and prevent audit risks. It will allow you to take advantage of customs procedures and different international regimes or statuses.

Faced with the proliferation of bilateral agreements, it is essential to master the recent procedures initiated within the European Union and developed at the global level by the World Customs Organization.

Who is this training for ?

For whom

Import-export, purchasing, logistics manager. Responsible for customs operations. Financial and legal manager. Their collaborators.

Prerequisites

None

Training objectives

- Putting customs operations under control
- Prevent audit risks and take advantage of customs regimes/statutes/procedures

Programme:

- Effectuer ou déléguer ses opérations en douane
- Optimiser les flux douaniers et réduire les coûts
- Maîtriser les règles d'origine applicables à ses produits
- Calculer la recette douanière
- Faire face au risque douanier

Build your international business plan



IE-11 2 Days (14 Hours)

Description

Expanding internationally represents a significant investment. But how to select your markets to obtain rapid ROI? The purpose of this training is to enable you to find promising markets, classify them in order of importance and know on which you can quickly achieve profitable turnover.

Who is this training for ?

For whom

Managing Director of SME. Sales Director in charge of the company's international development.
Export Director. Area manager.

Prerequisites

Aucune

Training objectives

- Build your market selection grid
- Assess the potential of these markets
- Select the best sales network

Programme:

- En amont du présentiel
- Collecter les données sur les marchés
- Construire sa grille de sélection des marchés
- 5Analyser son marché
- Sélectionner et préparer sa négociation avec ses partenaires locaux Détecter et collecter de l'information sur ses futurs partenaires. Construire la grille de sélection de ses partenaires.
- Après le présentiel, mise en œuvre en situation de travail

Create and manage your international sales networks



IE-12 2 Days (14 Hours)



Description

How to structure, identify, recruit, evaluate and motivate your international sales network? The secret to effective collaboration lies in a number of key factors: integrating cultural differences, agreeing on objectives, building buy-in and motivating. Immediately operational, adapted to the case of each participant, this training provides an active approach to 'sell' your representatives abroad.

Who is this training for ?

For whom

Export manager, sales manager, area manager, business engineer. Anyone in charge of recruiting and leading international sales forces.

Prerequisites

Aucune

Training objectives

- Have a clear vision of the different types of networks.
- Find and recruit the right intermediary.
- Understand cultural differences to act on motivation mechanisms.
- Negotiate objectives. Track and control results

Programme:

- Identifier les différents intermédiaires à l'international
- Utiliser les sources d'informations à l'international pour trouver le bon intermédiaire
- Sélectionner et recruter le bon intermédiaire dans les pays Choisir le bon réseau de distribution. Sélectionner l'intermédiaire avec sa matrice de sélection.
- Définir l'objectif et contrôler les résultats Évaluer le potentiel du marché : la méthode IPT. Comment obtenir sa liste de prospects. Élaborer le plan d'actions annuel. Déjouer les pièges possibles.
- Établir le contrat de distribution Les principales clauses à négocier. Définir les obligations respectives. Négocier le reporting, le nouveau contrat de distribution. Comprendre les différences culturelles et motiver les partenaires

Manage documentary credits effectively



IE-13 2 Days (14 Hours)

Description

The documentary credit represents security for both the buyer and the seller provided that they master the drafting of the various documents. At the end of this documentary credit management training, you will be able to avoid the pitfalls of the new 'Crédoc' and will understand the banking mechanisms from issuance to final settlement.

Who is this training for ?

For whom

Collaborator in the Export and Import services, Import/Export assistant, credit manager assistant, accountant, financial manager, person responsible for documentary credit management. Sales manager responsible for monitoring commercial contracts.

Prerequisites

Aucune

Training objectives

- Manage a Crédoc.
- Reduce 'reserves' when collecting for export.
- Carry out the documentary credit arrangement to secure your purchases.
- Priorize the use of Stand-by.
- Understand the Crédoc mechanisms to remove the risks of non-collection.
- Reduce the number of unpaid invoices during export operations.

Programme:

- Le crédit documentaire : intérêts et conditions de mise en place à l'export et à l'import
- 21Gérer un Crédoc
- Optimiser la gestion des encaissements à l'international Sélectionner le type de
- 6La lettre de crédit

The new Union customs code



IE-14 1 Days (7 Hours)

Description

Since May 1, 2016, the Union Customs Code has replaced the old Community Customs Code. It will be gradually implemented until May 1, 2019. Its aim is to adapt European customs legislation to several developments: overhaul of import control systems and implementation of the AEO system; the modernization of customs procedures; the development of the dematerialization of procedures.

Who is this training for ?

For whom

The people in charge of customs procedures in the company. Customs and logistics manager.
Operator in charge of customs procedures.

Prerequisites

Aucune

Training objectives

- Master the new architecture of the community customs code.
- Adapt the new legislation to the operation of the company both at the customs and logistics level.
- Know how to find out about the day-to-day evolution of the regulations.

Programme:

- Comprendre la structure du nouveau code des douanes de l'
- Les nouvelles procédures
- Les avantages accordés aux OEA
- Organisez votre entreprise en fonction du nouveau code des douanes de l'

The essentials of international trade for non-specialists



IE-15 2 Days (14 Hours)

Description

This training provides you and, beyond that, the entire company, with mastery of the essential techniques and tools to understand and actively participate in the international development of the company.

Who is this training for ?

For whom

Anyone wishing to understand the mechanism of international operations.

Prerequisites

Aucune

Training objectives

- Understand the mechanism of international operations.
- Acquire the fundamental principles and tools of international trade.
- Better dialogue with those involved in the export of international trade in the company and on external markets.

Programme:

- Comprendre le mécanisme des opérations internationales
- Organiser la commercialisation de ses produits ou services
- Connaître et limiter les risques d'une offre à l'international
- 2Maîtriser le risque douanier et comprendre les mécanismes logistiques
- Maîtriser les risques de non paiement

Master international customer risk management



IE-16 2 Days (14 Hours)

Description

The company's international development involves conquering new markets and securing its commercial operations. Appreciating the risk of payment default and mastering both financial and legal tools to limit this risk are essential if you want to achieve lasting international success. This training provides you with all the tools to secure your international operations.

Who is this training for ?

For whom

Business engineer. Area manager. Market manager. Credit manager and financial manager. Export services employee in charge of monitoring customer accounts. Risk manager.

Prerequisites

Aucune

Training objectives

- Evaluate country risk and international customer risk.
- Optimize the choice of payment method.
- Control the contractual risks of its commercial offers.
- Reduce unpaid debts through effective risk prevention.
- Control the different insurances Export credit.

Programme:

- Évaluer les différents niveaux de risques à l'international Évaluer les différents risques à l'international : commercial, politique, change... Obtenir des renseignements de solvabilité sur son partenaire étranger. Optimiser le mode de paiement de vos v
- 61Maîtriser le risque juridique
- 2Souscrire et gérer une police d'assurance-crédit

Better international development: risks, issues and strategies



IE-17 2 Days (14 Hours)



Description

To succeed internationally, it is essential to take into account the geopolitical and cultural environments of the target country. This internship will teach you the techniques and tools to develop your implementation strategy and succeed in your communication on external markets.

Who is this training for ?

For whom

Managers, international managers, employees in contact with sales teams abroad, project managers and business leaders.

Prerequisites

Aucune

Training objectives

- Evaluate the risks inherent to international development
- Learn the tools and techniques to develop an international implementation strategy
- Know how to manage the media and the international advertising concept

Programme:

- Introduction
- L'environnement géopolitique
- L'environnement culturel
- Stratégies d'implantation à l'international
- La communication sur les marchés extérieurs
- Le business plan du développement international

Fast MBA



IE-18 3 Days (21 Hours)

Description

This workshop will provide you with a process to help you develop, define and implement your company and marketing strategy. It also covers the fundamentals of Business and Financial analysis.

Who is this training for ?

For whom

Anyone involved in strategic thinking: Board Members, Members of strategy units, Directors, and Business Development Executives.

Prerequisites

Aucune

Training objectives

Programme:

- Introduction
- Strategy
- Marketing
- Finance
- Basic Economics

Team Management



IE-20 3 Days (21 Hours)

Description

Given the importance of project management, this training course deals with the key challenges that Project Leaders are confronted with on a daily basis. By the end of the programme, you will understand more about group dynamics, the role of the Team Manager and how best to maintain high motivational levels and ensure peak performance in the workplace.

Who is this training for ?

For whom

Any Project Leader responsible for managing a team.

Prerequisites

Aucune

Training objectives

Programme:

- The Team Players
- Expectations
- Managerial Functions
- The Team Players
- Effective Communication
- Motivation
- Running your Project Team
- Project Management

Motivate and lead your team



IE-21 3 Days (21 Hours)

Description

Forge the feeling of membership, act as a communicator and a negotiator who inspires the confidence, such are the missions that the manager must complete uninhibitedly in front of his team

Who is this training for ?

For whom

Managers, team leaders.

Prerequisites

Aucune

Training objectives

- The participants will be brought to replay in front of the camera real professional situations that they will analyze to acquire tools directly usable in the field

Programme:

- Set up common reference with your team
- Lead and facilitate your team
- Know how to communicate

Make a success of your recruitments



IE-22 2 Days (14 Hours)

Description

This course has two goals: Structuring each step of the job interview to enhance its operational efficiency, and acquiring interview techniques to assess the motivations, personalities, and skills of applicants with respect to the position.

Who is this training for ?

For whom

A hiring manager or anyone who may take part in hiring employees.

Prerequisites

Aucune

Training objectives

- Analyze the recruitment needs and establish the applicant's profile
- Write and distribute a job listing
- Structure your job interview approach
- Gain proficiency in asking and listening techniques
- Select the right applicant
- Create an integration plan for new recruits

Programme:

- Analyzing your recruitment needs and who you're looking for
- Writing the right job listing and choosing where to place it
- Conducting a job interview
- Selecting objective criteria for choosing the right applicant
- Integrating the applicant into the company

Make Every Meeting Matter



IE-23 2 Days (14 Hours)

Description

This course has been designed to help executives to plan, run and control meetings efficiently and professionally to improve staff and team performance. Based on communication techniques and specific tried and tested tools, participants will learn how to achieve their aims, gain commitment and a high degree of consensus in meetings.

Who is this training for ?

For whom

Company executives who wish to prepare and conduct effective meetings.

Prerequisites

Aucune

Training objectives

Programme:

- Group communication strategies
- Addressing the Group
- Preparing the Meeting
- Being Chairperson

Leadership and Team Management



IE-24 2 Days (14 Hours)

Description

How to align teams for greater performance. Understanding good Leadership behaviours. Knowing your leadership style. Learning the difference between Leadership and Management. Gaining insight into your Patterns, Beliefs and Rules.

Who is this training for ?

For whom

Team management experience required.

Prerequisites

Aucune

Training objectives

Programme:

- What is a Leader?
- Leadership Styles
- Enhancing Team Performance
- Empowering, Motivating and Inspiring Others
- Improving Working Relationships
- Being Assertive

Management Conflicts in your Team



IE-25 2 Days (14 Hours)

Description

Managing may consist in facing conflicts with/between your team members. This training course will enable you to acquire the necessary management methods and strategies to manage conflicts in your team.

Who is this training for ?

For whom

Team/project managers wishing to acquire the techniques required to prevent and solve conflicts in their teams.

Prerequisites

Aucune

Training objectives

Programme:

- Identifying different types of conflicts
- Solving underlying conflicts
- Solving direct conflicts

Managing Change successfully



IE-26 2 Days (14 Hours)

Description

Change Management has become a key competence. It requires the ability to anticipate, thorough planning, managing emotions and strong determination.

Who is this training for ?

For whom

Anyone having to deal with Change Management in the scope of an Information System project.

Prerequisites

Aucune

Training objectives

Programme:

- Change Representations
- Adapting to Change
- Giving Sense to Change
- Communicating Change
- Change Management
- Communiquer pour mieux former et accompagner

Improve your Personal Effectiveness



IE-27 3 Days (21 Hours)

Description

Improve your effectiveness as an IT manager, learn how to influence others and handle miscellaneous situations. This training course introduces the principles and methods of operational management and encourages participants to make the best of their potential. It provides a valuable forum to reflect, imagine and plan a more successful work pattern.

Who is this training for ?

For whom

This training course has been designed for all managers who wish to be more Effective in the workplace and be a catalyst for change by applying proven methods.

Prerequisites

Aucune

Training objectives

Programme:

- Introduction
- Style and Attitude
- Self-Training
- Self-Motivation
- Stimulating Change
- Selling Ideas
- Managing Time Wisely
- Using Stress

Practical Time Management



IE-28 2 Days (14 Hours)

Description

This programme will provide you with valuable Time Management techniques. By the end of this course, you will have a better understanding of your relation to time and be better equipped to prioritise your workload and hence improve your overall performance.

Who is this training for ?

For whom

Prerequisites

Aucune

Training objectives

Programme:

- Our Relation to Time
- Our Use of Time
- Time Management: 5 Major Principles

Practical Stress Management



IE-29 2 Days (14 Hours)

Description

Stress is a part of day-to-day living. Stress can act as a motivator and an energizer. However, if your stress level is too high, health and professional problems can result. This training course will help you understand how the stress mechanism works and offer some simple and tangible stress management techniques.

Who is this training for ?

For whom

Anyone who wishes to work more effectively and efficiently.

Prerequisites

Aucune

Training objectives

Programme:

- Stress mechanisms and Indicators
- You and your Stressors
- Practical Stress Management Techniques
- Dealing with Stressful People and Situations

Managing conflicts at work



IE-30 2 Days (14 Hours)

Description

Conflict in the workplace is inevitable from time to time, and it can have a detrimental effect on personal and team performance unless it is managed well. This course offers strategies and tactics that can be used to manage conflict effectively. You will be shown different ways of handling conflict, as well as tips on how to resolve specific complex situations. You will also explore your own role in creating a positive work environment to minimise conflict within your team. By the end of the course you will be able to: Understand conflict development/resolution. Understand how to get to the root cause of difficult behaviour. Distinguish between aggression, assertion and submission. Handle a variety of everyday confrontational situations. Feel more comfortable in confronting people and emotions rather than avoiding them.

Who is this training for ?

For whom

Prerequisites

Aucune

Training objectives

Programme:

- What is conflict?
- Conflict at Work and what it says
- Consequences of Conflict
- Willingness to Resolve
- Managing Emotions
- Building Positive Relationships
- Managing and Resolving Conflict
- Working with Others to Resolve Conflict

Make your skills audit



IE-31 2 Days (14 Hours)

Description

This training will now show you to make a complete review of your skills and to build your professional project in a concrete, effective and dynamic way.

Who is this training for ?

For whom

A COMPLETER

Prerequisites

Aucune

Training objectives

Programme:

- The skills approach
- Focus on your own skills
- Build your professional project
- Initiate your professional project

Speaking in Public



IE-32 2 Days (14 Hours)

Description

By the end of this highly practical training course, participants will be immediately operational to speak in public with greater confidence. The programme has been designed to help participants run meetings more productively, as well as make effective presentations.

Who is this training for ?

For whom

Prerequisites

Aucune

Training objectives

Programme:

- Communication Fundamentals
- Verbal and Non-verbal Communication
- Addressing your Audience

Skills for influencing and persuading



IE-33 2 Days (14 Hours)

Description

This very practical training course will enable you to master the necessary skills for persuading and influencing the behaviour of others and have a far better impact in your dealings with them.

Who is this training for ?

For whom

All executives working in either a hierarchical or project team.

Prerequisites

Aucune

Training objectives

Programme:

- Introduction
- How to convince your audience
- How to acquire effective techniques to influence others
- How to develop effective skills for convincing others

Professional Negotiation skills



IE-34 2 Days (14 Hours)

Description

This stimulating training course has been designed to help you better understand the negotiation process, in order to retain and enjoy highly profitable customer relationships. You will learn how to prepare and plan for all types of negotiations, recognise hidden agendas and avoid the tricks and traps set by professional buyers, as well as explore the dynamics of multiparty negotiations and best practices.

Who is this training for ?

For whom

Prerequisites

Aucune

Training objectives

Programme:

- The sales negotiation process
- Negotiation Strategies
- Buyers' Motivational Value Systems
- Effective Listening
- Questioning Techniques
- Selling Benefits & Value
- Overcoming Objections
- Closing

Marketing Keys



IE-35 3 Days (21 Hours)

Description

During this course, you'll define the main concepts in order to better understand the issues facing marketing and marketers. You'll see how to incorporate the marketing approach in the company's performance strategy and how to analyze the operation, language, and tools of marketing.

Who is this training for ?

For whom

All of the company's executives and employees who want to get into marketing and grasp its fundamental principles and tools.

Prerequisites

Aucune

Training objectives

- Acquire fundamental marketing concepts
- Define your marketing approach Establish your internal and external marketing approach using special tools Define the marketing strategy and your product positioning Build and optimize your marketing mix Create the marketing plan and define the tracking indicators

Programme:

- Define your marketing approach
- Conduct your marketing assessment
- Develop your marketing strategy and choose your markets
- Build your marketing mix: Consistency and optimization
- Construct the marketing plan and scorecards

Essential Selling skills



IE-36 2 Days (14 Hours)

Description

This stimulating training course has been designed to provide you with the essential techniques to understand the sales process. By the end of this stage, participants will be able to integrate basic elements in their sales approach for mutual success.

Who is this training for ?

For whom

New sales people or anyone involved in customer contact or customer services , all professionals who have to present an argument to customers.

Prerequisites

Aucune

Training objectives

Programme:

- Defining the sales process
- Introduction : first contact
- Discovering your customer's needs
- Convincing customers with a winning argument

How to improve your purchasing negotiations



IE-37 2 Days (14 Hours)

Description

With this training course, you will enhance your purchasing negotiation skills through a specific method to prepare, exchange on best practices and work on negotiation behaviours.

Who is this training for ?

For whom

Buyers, purchasing managers, anyone who needs to conduct purchasing negotiations

Prerequisites

Aucune

Training objectives

Programme:

- Fundamentals on purchasing negotiation
- Identify your personal communication profile for better negotiations

Communicate better to get your messages across: 7 NLP tools



IE-38 1 Days (7 Hours)

Description

Getting your messages across and making yourself understood is absolutely necessary to positively influence your professional environment. Achieving this without manipulation requires effective and relevant communication tools and control. Built around 7 tools chosen for their relevance, this NLP training will allow you to sustainably acquire the essential skills to communicate better.

Who is this training for ?

For whom

Local manager, supervisor or technician, assistant, secretary who needs to communicate effectively in their professional activity.

Prerequisites

Aucune

Training objectives

- Adapt to your interlocutors.
- Clarify your objectives to better achieve them.
- Mobilize your personal resources according to the situations.
- Show flexibility in exchanges.

Programme:

- S'ajuster à l'interlocuteur :
- S'intéresser aux émotions de l'autre :
- Mobiliser son énergie :
- Transformer un problème en objectif :
- Préparer ses réussites : "la visualisation"
- Présenter ses idées en souplesse : "les recadrages"
- S'informer avec précision pour comprendre l'interlocuteur : "le métamodèle"

Introduction to NLP



IE-39 2 Days (14 Hours)

Description

NLP offers powerful tools that have proven themselves in practice. During this training, you will learn to set concrete objectives, to put yourself in the other person's shoes to communicate better, establish a relationship of trust and develop a positive state.

Who is this training for ?

For whom

Anyone wishing to strengthen their interpersonal communication and relational effectiveness.

Prerequisites

Aucune

Training objectives

- Understand the presuppositions of the NLP model
- Set precise objectives
- Synchronize with the communication of your interlocutor
- Become aware of your limiting beliefs
- Master listening techniques

Programme:

- Découvrir la PNL
- Se fixer des objectifs puissants et concrets
- Mieux comprendre les autres
- Créer immédiatement un bon rapport grâce à la synchronisation
- Ecouter réellement et avec intérêt
- Identifier et recadrer ses croyances limitantes
- Savoir se mettre dans un état positif

Better management with NLP



IE-47 2 Days (14 Hours)

Description

Managers must know how to position themselves in their daily mission of supporting employees, set objectives and know how to communicate them. This training will allow you to enrich your practices with NLP techniques, discern operating modes, better dialogue and guide the team.

Who is this training for ?

For whom

Hierarchical and cross-functional managers, team leaders, project managers.

Prerequisites

None

Training objectives

- Integrate the presuppositions of NLP into your management.
- Define and communicate precise objectives.
- Prevent and deal with conflicts.
- Mobilize your resources.

Programme:

- Comprendre les présupposés de la PNL
- Définir des objectifs précis
- Conduire des entretiens opérationnels
- Accompagner ses collaborateurs au quotidien
- Prévenir et traiter les conflits interpersonnels
- Mobiliser ses ressources

Better international development: risks, issues and strategies



IE-41 2 Days (14 Hours)

Description

To succeed internationally, it is essential to take into account the geopolitical and cultural environments of the target country. This internship will teach you the techniques and tools to develop your implementation strategy and succeed in your communication on external markets.

Who is this training for ?

For whom

Managers, international managers, employees in contact with sales teams abroad, project managers and business leaders.

Prerequisites

Aucune

Training objectives

- Evaluate the risks inherent to international development
- Learn the tools and techniques to develop an international implementation strategy
- Know how to manage the media and the international advertising concept

Programme:

- Introduction
- Introduction
- Introduction
- Introduction
- L'environnement géopolitique
- L'environnement culturel
- Stratégies d'implantation à l'international
- La communication sur les marchés extérieurs
- Le business plan du développement international

Managing a Business Unit: the best management tools



IE-42 3 Days (21 Hours)



Description

Essential tools for analytical accounting and construction of the main indicators for commercial steering and management of a Business Unit. Build budgetary objectives based on the performances achieved, calculate an operational budget and design periodic corrective actions.

Who is this training for ?

For whom

Operational managers and executives responsible for a department or unit not specialized in accounting and financial areas.

Prerequisites

Aucune

Training objectives

- Construct the main steering and management indicators of a Business Unit Calculate a cost price, a threshold and a profitability margin Build budgetary objectives and translate them into operational budgets Analyze budget gaps and design corrective actions

Programme:

- Appréhender les outils de gestion usuels
- Mettre en place ses indicateurs de bord
- Bâtir et négocier son prochain budget

Create a realistic and convincing Business Plan



IE-48 2 Days (14 Hours)



Description

Define, structure and manage a Business Plan. Build the marketing and technical components and establish financing (management and accounting tools). Evaluate its impact, its feasibility, plan fallback plans and abandonment costs. Design marketing and commercial communication arguments.

Who is this training for ?

For whom

Creators or buyers of activities, business managers, product managers, business unit directors, profit center managers, financial executives, operational managers...

Prerequisites

- No special knowledge.

Training objectives

- Formalize your ideas and project into an economic model
- Structuring the writing of your business plan
- Develop a business plan in different parts: financial, technical and marketing
- Know how to present your business plan and communicate its distinctive elements and its value
- Acquire a critical look at your business plan and know how to be objective about its feasibility

Programme:

- Utilité et objectifs du Business Plan
- La structuration du Business Plan
- La construction du Business Plan
- L'analyse critique du Business Plan
- L'analyse critique du Business Plan
- La " vente " du Business Plan

Transforming an organization: the keys to success



IE-44 2 Days (14 Hours)

Description

The obligation to evolve concerns all companies. In the digital world, you must now completely review your economic model and internal processes, adopt new standards and optimize your structure. These obligations require mastering the transformation process, in all its organizational, managerial, human and financial dimensions. This seminar, focused on the definition and management of organizational changes, deals directly with the choice of governance methods for the operation and all their consequences, risks and opportunities.

Who is this training for ?

For whom

Unit managers, project owners, change management managers and consultants, and all stakeholders involved in the transformation operations of an organization.

Prerequisites

Aucune

Training objectives

- Understand the typologies and causes of transformations in a company
- Master the different stages of a change project
- Understand the role of the different actors in a change process
- Communicate to remove resistance to change
- Understand the specific elements of project management

Programme:

- Les transformations dans les organisations
- La conception du projet de transformation
- Les acteurs du projet
- Les étapes du projet
- Savoir lever les résistances
- Focus sur le management du projet

★★★★★

Description

Who is this training for ?

Training objectives

- ## Programme:

- L'émergence de la conduite du changement
- Les écoles de la conduite du changement
- Choisir une méthode de conduite de changement gagnante
- Perspectives sur l'évolution de la conduite du changement

- Retours d'expériences sur la conduite du changement

**IE-46 2 Days (14 Hours)**

Description

Who is this training for ?

For whom**Prerequisites**

Aucune

Training objectives

Programme:

- Les fondamentaux de l'innovation
- Les enjeux de l'innovation
- Les conditions de l'innovation
- Les valeurs
- La mise en oeuvre des innovations
- Construire la démarche d'innovation

Optimize your online sales with e-merchandising



IE-47 1 Days (7 Hours)

Description

Are you looking to optimize the profitability of your site? Based on concrete examples and analysis of the practices of the best e-Commerce sites, this seminar will allow you to leave with concrete solutions for optimizing your product catalog.

Who is this training for ?

For whom

Communication and marketing managers, Web and e-Commerce project managers, product managers, salespeople.

Prerequisites

Aucune

Training objectives

- Identify best practices to optimize your commercial efficiency Use e-Merchandising techniques to support online sales Implement actions aimed at optimizing the sales of an e-Commerce site

Programme:

- Comprendre le e-Merchandising
- Mettre en avant ses produits et transformer en acte d'achat
- Présenter l'offre de manière captivante
- Faire vivre le e-Merchandising