

BTSA - Technico-commercial, Biens et services pour l'agriculture

TECHNICO-COMMERCIAL, GOODS AND SERVICES FOR AGRICULTURE

The aim of the technical-commercial profession is to develop the company's turnover. The technical-commercial function is essentially characterized by the need to implement a dual competence. On the one hand, knowledge of manufacturing processes and technical know-how, on the other hand, knowledge of economic mechanisms and commercial know-how. He conducts the negotiation on the technical and commercial level until the signing of the contract and ensures that it is carried out. It analyses customer expectations, assists them in defining their needs precisely, evaluates the technical feasibility of the problem and advises them on the choice of an appropriate solution.

The Agricultural Goods and Services Sales Specialist is trained to advise and sell products and services to farmers by providing solutions adapted to their daily needs: agro-supply distribution, collection and marketing of their crops. The sales technicians promote and sell agro-supply products and services and provide technical support to farmers. They provide farmers with everything they need to cultivate their land and carry out their production until harvest: guarding equipment, fertilizers, seeds, plant protection products, feed, small equipment, environmental services. They are involved in all agricultural sectors such as field crops, viticulture, arboriculture, market gardening, horticulture and the different types of livestock.

- Duration of training: 2 years
- 28 weeks of school education with a student schedule of 30 hours per week
- European Qualifications Framework : level 5
- The training includes 16 weeks of internship

Jobs prepared by the training / Sector of activity

Agri-supply sales technician, department manager, wine broker, buyer-seller wholesale trade



Skills acquired during training

- C1. Expressing, Communicating and Understanding the World
- C2. Communicating in a foreign language
- C3. Optimize your motor skills, manage your health and socialize
- C4. Implement a mathematical model and computer solution suitable for data processing
- C5. Situate the company's activity in its environment and integrate into its organization
- C6. Mastering the management elements necessary for the technical-sales activity
- C7. Participate in the company's marketing approach
- C8. Conduct a commercial relationship by integrating the specificities of the professional field
- C9. Acquire, in a professional field, the scientific and technical knowledge to formulate reasoned proposals of technical-commercial solutions
- C10. Mobilize the expected achievements of the senior technical-commercial technician to face a professional situation