

EUROPASS DIPLOMA SUPPLEMENT

TITLE OF THE DIPLOMA (ES)

Técnico Superior en Gestión de Ventas y Espacios Comerciales

TRANSLATED TITLE OF THE DIPLOMA (EN)⁽¹⁾

Higher Technician in Sales Management and Commercial Spaces

(1) This translation has no legal status.

DIPLOMA DESCRIPTION

The holder of this diploma will have acquired the General Competence with regard to:

Managing trading and distribution of products and services, as well as organizing the implementation and the animation of commercial spaces according to quality, safety and risk prevention criteria, applying current legislation.

Within this framework, the PROFESSIONAL MODULES and their respective LEARNING OUTCOMES acquired by the holder are listed below:

“Window Dressing and Design of Commercial Spaces”

The holder:

- Carries out the design of distribution and organization of a commercial space, analyzing the basic elements that comprise it.
- Selects interior and exterior elements that determine the implementation, adapting them to a space and to specific information.
- Develops projects to implement commercial spaces, applying commercial and economic criteria.
- Determines criteria of composition and assembly of shop windows, analyzing information on consumer psychology and trends, as well as aesthetic and commercial criteria.
- Designs different types of shop windows, respecting technical, commercial and aesthetic objectives previously defined.
- Organizes a shop window installation using the appropriate techniques, applying the rules of risk prevention.

“Management Products and Promotions at the Point of Sale”

The holder:

- Determines the size of the product range, defining strategic positioning to achieve the optimal management of the establishment.
- Determines the implantation procedure for the product range on the shelves according to commercial criteria, optimizing the maintenance and stock replacement operations.
- Calculates the feasibility of the range implementation, analyzing and correcting possible deviations from the objectives.
- Designs promotional activities at the point of sale, applying appropriate merchandising techniques.
- Determines the procedures of selection and training of staff at the point of sale, defining the profile of the candidate and the training according to the available budget.
- Controls the efficiency of promotional actions, taking measures to optimize the management of the activity.

“Organization of Sales Teams”

The holder:

- Determines the organizational structure and size of the sales team, in line with the strategy, objectives and budget established in the sales plan.
- Determines the characteristics of the commercial team, describing the job positions and the profile of the vendors or commercials.
- Plans the assignment of the sales targets to the sales team members, using techniques of organization and business management.
- Defines training plans, further training and retraining the commercial equipment, fulfilling the objectives and requirements established.
- Designs a motivation and reward system for vendors, taking into account the sales target, the budget, the values and the corporate identity of the company.
- Proposes actions to manage conflict situations within the commercial team, applying techniques of negotiation and conflict resolution.
- Designs the system evaluation and control of sales results and performance of the sales team, proposing, if any, the appropriate corrective measures.

“Sales and Negotiation Techniques”

The holder:

- Gathers the information needed to define business strategies and to develop the sales plan, organizing the data collected from any of the information systems available.
- Identifies new business opportunities to help optimize the business management of the company, using the procedures and the appropriate analysis techniques.
- Develops the plan and the product sales argument, making proposals to help improve product positioning in the market, customer loyalty and increase of sales.
- Manages the information necessary to ensure the availability of products and the services required to execute the sales plan, applying the criteria and the procedures established.
- Manages the process of selling a product or service, using proper sales and closure techniques, according to the sales plan and within the margins of action provided by the company.
- Designs the process to negotiate the conditions of a commercial transaction, applying techniques of negotiation to reach an agreement with the customer or supplier within the limits set by the company.
- Prepares sales contracts and other related resolutions, collecting the agreements adopted in the sales process and negotiation.
- Plans the management of customer relationships, organizing after-sales customer service, according to the criteria and procedures established by the company.

“Marketing Policies”

The holder:

- Evaluates market opportunities for the product launch, the introduction in new markets or the improvement of the product or service positioning, analyzing the marketing-mix variables, trends and market developments.
- Defines product policy, analyzing the characteristics, attributes and utilities of the product or service relevant to the needs and profile of customers to whom it is addressed.
- Defines the pricing policy for products or services, analyzing the costs, the demand, the competition and other factors involved in the formation and price calculation.
- Selects the most suitable distribution form and channel for each product, service or range of products, analyzing available distribution alternative.
- Selects the most appropriate communication campaigns to launch new products and services or to prolong their stay in the market and thus, enhance the corporate and brand image, evaluating the available alternatives.
- Prepares briefings of products, services or brands for the implementation or outsourcing of communication actions, relating the marketing-mix variables, business objectives and customer profile.
- Develops the marketing plan, selecting the basic information of the product, price, distribution and communication and relating marketing-mix variables.
- Tracks and controls policies and marketing actions established in the marketing plan, assessing the degree of development and achievement of the objectives.

“Digital Marketing”

The holder:

- Administers access and connections to public, semi-public and private networks, using browsers and search engines specialized in the Internet public network.
- Manages different Internet protocols and services, managing email programs and file transfer, amongst others.
- Carries out electronic billing and other administrative tasks electronically, using specific software in each case.
- Determines the strategy to be followed in the interrelationship with other network users, using specific programs, communication forums and social networking in the business field.
- Creates web pages attractive to Internet users, using criteria for positioning, easy operation and persuasion.
- Designs the digital marketing plan in the online market, defining strategic solutions through the implementation of specific development of the trademark.
- Defines the e-commerce policy of the company, establishing the necessary actions to carry out online sales .

“Economic and Financial Management of the Company”

The holder:

- Collects information on entrepreneurship and business creation opportunities, assessing the impact on the operating environment and incorporating ethical values.
- Establishes the legal form of the company, in line with the regulation on force.
- Organizes the procedures to obtain the necessary resources to finance investments and supplies, evaluating possible financial alternatives.
- Determines the formalities for the sale and/or rental of vehicles and other assets, analyzing investment needs and supplies and financial resources.
- Prepares invoices, receipts and documents of collection and product and service payment, applying trade rules and tax billing.

- Manages the company accounting and tax process, applying the current tax and commercial laws and the principles and rules of the General Accounting Plan.
- Determines the feasibility of investments and the solvency and efficiency of the company, analyzing the economic data and the available accounting information.

“Storage Logistics”

The holder:

- Relates specific storage regulations, recognizing procurement rules and special freight handling.
- Organizes the storage process by activity and volume of goods, optimizing space and handling times.
- Draws up and controls the budget of the warehouse, identifying deviations from cost allocation.
- Manages store stocks, ensuring provisioning and dispatch.
- Manages the operations subject to reverse logistics, determining the treatment of the goods returned.
- Supervises the processes performed in the warehouse, implementing systems to improve quality of the service and the training/retraining of staff.

“Supply Logistics”

The holder:

- Determines material requirements and deadlines for the implementation of programs of production and distribution, following the plans defined.
- Develops procurement programs, in line with objectives, timelines and quality criteria of the processes of production/distribution.
- Applies stock management method, making predictions of goods and materials requirements in production and supply systems.
- Selects monitors and evaluates the suppliers, using the mechanisms of control, safety and quality of the process and the supply program.
- Determines the trading conditions of supply, using techniques of communication and negotiation with suppliers.
- Prepares the documentation relating to the control, the register and the exchange of information with suppliers, following quality procedures and using computer applications.

“Commercial research”

The holder:

- Analyzes the market variables and the environment of the company or organization, assessing its impact on the activity and in the application of the different business strategies.
- Sets a marketing information system (MIS) for business decisions, defining the sources of information, the procedures and techniques of data organization.
- Prepares the commercial research plan, defining the objectives and the purpose of the study, the data sources and the methods and techniques for data collection, processing and analysis.
- Organizes the secondary available information in accordance with the specifications and the criteria established in the research plan, considering the adequacy of the data regarding the research objectives.
- Obtains primary information in accordance with the specifications and criteria established in the research plan, implementing procedures and qualitative research techniques and/or for the obtaining of quantitative data.
- Determines the characteristics and quantity of the population sample under investigation, applying sampling techniques to select them.
- Processes and analyses the data, producing produces a report with the results, using statistical techniques and tools.
- Manages relational databases according to the research objectives, determining the most appropriate format for the input, retrieval and presentation of information quickly and accurately.

“English”

The holder:

- Recognizes professional and daily information contained in oral speeches in standard language, analyzing the overall content of the message and relating it to the corresponding language resources.
- Interprets professional information contained in written texts, analyzing their contents comprehensively.
- Produces oral clear and well structured messages, analysing the content of the situation and adapting himself/herself to the speaker’s linguistic register of the
- Prepares documents and reports specific to the professional activity or academic and everyday life, relating the linguistic resources to the purpose of the document.
- Applies professional attitudes and behaviours in communication situations, describing typical relationships of the country of the foreign language.

“Project on Sales Management and Commercial Spaces”

The holder:

- Identifies the needs of the production sector, relating them to similar projects that may satisfy them.
- Designs projects related to the competences described in the diploma, including and developing their constituting stages.
- Plans the project implementation, determining the intervention plan and the associated documentation.

- Defines the procedures for monitoring and control the project implementation, justifying the selection of the variables and the instruments used.

“Professional Training and Guidance”

The holder:

- Selects job opportunities, identifying the different possibilities of labour integration, and the alternatives of lifelong learning.
- Applies teamwork strategies, assessing their effectiveness and efficiency on the achievement of the company's goals.
- Exercises rights and complies with the duties derived from labour relationships, recognising them in the different job contracts.
- Determines the protective action of the Spanish Health Service in view of the different covered eventualities, identifying the different types of assistance.
- Assesses the risks derived from his/her activity, analysing the job conditions and the risk factors present in his/her labour setting.
- Participates in the development of a risk prevention plan for a small enterprise, identifying the responsibilities of all the agents involved.
- Applies protection and prevention measures, analysing risk situations in the labour setting of the Higher Technician in Sales Management and Commercial Spaces.

“On the Job Training”

The holder:

- Identifies the structure and the organization of the company, relating both to the production and the marketing of the products obtained or the type of service provided.
- Applies ethical and work habits in the development of their profession, according to the characteristics of the job and the procedures established by the company.
- Organizes the implementation of the products/services in commercial spaces, controlling the promotional and the installation of windows.
- Participates in the design, implementation and monitoring of marketing policies of the company, analyzing the available information in the SIM, obtained from the sales network and the trade studies carried out.
- Collaborates in the launch and implementation of products/services in the market, participating in sales management and distribution through traditional and/or electronic channels.
- Defines business strategies to be followed, managing the sales force and coordinating the business.
- Performs tasks of organization, management and verification of supply processes and storage of goods, ensuring their integrity and optimization of the space and the resources available.
- Contributes to the economic and financial management of the company, following the instructions received.

RANGE OF OCCUPATIONS ACCESSIBLE TO THE HOLDER OF THE DIPLOMA

The Higher Technician in Sales Management and Commercial Spaces works in companies of any productive sector and mainly in commerce and public and private marketing, performing functions of planning, organizing and managing sales activities of products and services as well as design, implementation and management of commercial spaces.

The most relevant occupations or jobs are the following:

- Sales manager.
- Trade representative.
- Commercial agent.
- Store manager.
- Store section manager.
- Technical vendor.
- Coordinator of commercial agents.
- Telemarketing supervisor.
- Merchandiser.
- Store window dresser.
- Designer of commercial spaces.
- Responsible for point of sale promotions.
- Specialist in implementation of commercial spaces.

AWARD, ACCREDITATION AND LEVEL OF THE DIPLOMA

Name of the body awarding the diploma on behalf of the King of Spain: Spanish Ministry of Education or the different Autonomous Communities according to their areas of competence. The title has academic and professional validity throughout Spain.

Official duration of the education/ training leading to the diploma: 2000 hours.

Level of the diploma (national or international)

- NATIONAL: Non-University Higher Education
- INTERNATIONAL:
 - Level 5 of the International Standard Classification of Education (ISCED5).
 - Level 5 of the European Qualifications Framework (EQF5).

Entry requirements: Holding the Certificate in Post-Compulsory Secondary Education (Bachillerato) or holding the corresponding access test.

Access to next level of education/training: This diploma provides access to university studies.

Legal basis: Basic regulation according to which the diploma is established:

- Minimum teaching requirements established by the State: Royal Decree 1573/2011, of 4 November, according to which the diploma of Higher Technician in Sales Management and Commercial Spaces and its corresponding minimum teaching requirements are established.

Explanatory note: This document is designed to provide additional information about the specified diploma and does not have any legal status in itself.

COURSE STRUCTURE OF THE OFFICIALLY RECOGNISED DIPLOMA

PROFESSIONAL MODULES IN THE DIPLOMA ROYAL DECREE	CREDITS ECTS
Window Dressing and Design of Commercial Spaces	6
Management Products and Promotions at the Point of Sale	6
Organization of Sales Teams	6
Sales and Negotiation Techniques	7
Marketing Policies	12
Digital Marketing	11
Economic and Financial Management of the Company	12
Storage Logistics	7
Logistics Supply	6
Commercial Research	8
English	7
Project on Sales Management and Commercial Spaces	5
Professional Training and Guidance	5
On the Job Training	22
	TOTAL CREDITS
	120
OFFICIAL DURATION (HOURS)	2000

* The minimum teaching requirements shown in the table above comprise 55% official credit points valid throughout Spain. The remaining 45% corresponds to each Autonomous Community and can be described in the **Annex I** of this supplement.

INFORMATION ON THE EDUCATION SYSTEM

