



CERTIFICATION OBJECTIVES

**DESCRIPTION OF THE *IMPORT AND EXPORT SALES ASSISTANT* VOCATIONAL PROFILE
IN TERMS OF COMMON UNITS OF LEARNING OUTCOMES**

Certification units	Skills (S)	Details of skills/wider competences (C)	Knowledge (K)
CU1 : International marketing			
CU11 : Market research and market planning on foreign markets	<p>CU11S1 Collecting information through permanent market monitoring (desk research) and field research abroad and checking reliability</p> <p>CU11S2 Analysing and selecting relevant commercial information and regulation constraints about foreign markets</p> <p>CU11S3 Formulating requirements for the subcontracting of studies and following up on the studies on foreign markets</p> <p>CU11S4 Proposing a general outline for a concrete action plan based upon the commercial policy of the company and the SWOT analysis</p> <p>CU11S5 Making a summary and communicating to superiors to prepare decision making</p>	<p>CU11WC1 Organising and planning work activities, being autonomous</p> <p>CU11WC2 Being alert to opportunities and threats</p> <p>CU11WC3 Applying commercial insight</p>	<p><u>1 International marketing</u></p> <p>1.1 Introduction to marketing</p> <p>1.2. Market principles and structure</p> <p>1.3. Marketing plan</p> <p>1.4. Monitoring and Market studies</p> <p>1.5. Export « swot »</p> <p>1.6. Internationalization strategies</p> <p>1.7. Internationalization support networks</p> <p><u>2 Computing</u></p> <p>2.1. Information research techniques</p> <p><u>3 Environment</u></p> <p><u>3.1 Economic</u></p> <p>3.1.1. Economic, human and social indicators</p> <p>3.1.2. Development and international trade indicators</p> <p>3.1.3. Insertion of national into international economy</p> <p>3.1.4. Principles of organisation of international exchanges</p> <p>3.1.5. Principal trends of world exchanges</p> <p><u>3.2.Geopolitic</u></p> <p>3.2.1. Different zones</p> <p>3.2.2. Country risks and rating</p> <p>3.2.3. Identities</p> <p>3.2.4. Natural and human resources</p> <p><u>3.3.Legal and reglementary environment</u></p> <p>3.3.1. Legal system</p> <p>3.3.2. .Regulations fields (norms, certification, exchange regulations)</p> <p>3.3.3. International legal frameworks</p> <p>3.3.4. Fiscal, customs regulation</p>

			<p><u>4 Management tools</u> 4.1. Time planning and management 4.2. Statistical analysis (descriptive statistics and prevision methods)</p> <p><u>5. Communication</u> 5.1. Professional written communication</p>
<p>CU12 : The business information system</p>	<p>CU12S1 Using appropriate techniques in picking up available information in all forms</p> <p>CU12S2 Organising and pricing the collecting and information handling process</p> <p>CU12S3 Using and updating a database of business contacts</p> <p>CU12S4 Updating and enriching regularly the business information system</p>	<p>CU12WC1 Critical information monitoring</p>	<p><u>2 Computing</u> 2.2. Making of and components of a hardware / software architecture 2.3 Electronic communication tools and collaborative work 2.4. Data security 2.5. Updating business information System, 2.6. prospects and clients data base</p> <p><u>5. Communication</u> 5.2. Cost and efficiency of information 5.3. Information management</p>
<p>CU2 : Export selling</p>			
<p>CU21 : Prospecting and customer/partner follow up</p>	<p>CU21S1 Identifying and selecting targets according to the specific characteristics of foreign markets</p> <p>CU21S2 Assessing the value of existing clients</p> <p>CU21S3 Organising prospection and communicating in a foreign language with potential foreign clients/partners</p> <p>CU21S4 Analysing, assessing and following up the prospection</p>	<p>CU21WC1 Communicating with contacts, using and enlarging his professional network</p> <p>CU21WC2 Being loyal and securing the company's interests</p> <p>CU21WC3 Working in a team</p>	<p><u>1. International Marketing</u> 1.8. Prospection plan 1.9. Market demand 1.10. Commercial and financial credibility of prospect and client 1.11 Customer service quality assurance 1.12 Sales network support, distributor and agent</p> <p><u>5. Communication</u> 5.4. Oral communication : face to face and telephone interviews, sales discussions 5.5. Written communication : commercial correspondence</p> <p><u>6. Foreign language</u></p>

	CU21S5 Constituting, managing and updating a reliable, multicultural network of contacts CU21S6 Animating the network of contacts and sales		
CU22 Negotiating	CU22S1 Formulating a suitable offer CU22S2 Preparing and organising the sales mission CU22S3 Negotiating in a foreign language with a foreign client/partner	CU22WC1 Listening actively, empathizing	<p><u>1. International Marketing</u> 1.13. Appropriate offer according to customer's expectations</p> <p><u>7. Negotiation</u> 7.1. Negotiation strategies and techniques 7.2. Sales supports and pitches, 7.3. Commercial reporting</p> <p><u>4. Management tools</u> 4.3. Costs, margin, price and tariffs 4.4. Statistical analysis of sales 4.5. Customer value analysis 4.6. Sales and treasury budget 4.7. Invoicing, VAT</p> <p><u>6. Foreign language</u></p>
CU3 : Import buying			
CU31 Identify potential suppliers and sourcing	CU31S1 Identifying potential suppliers CU31S2 Selecting potential suppliers	CU31WC1 making a working plan and list of priorities CU31WC2 Paying attention to quality standards and norms	<p><u>8. Marketing for suppliers</u> 8.1. Buying policy and organizing buying 8.2. Sourcing and procurement 8.3 Market place, buying platform, auctions on line, e-sourcing 8.4. Selection and assessment of potential suppliers 8.5. Decision making support tools for choosing suppliers</p>
CU32 Organising the negotiation	CU32S1 Sending a buying offer to pre-selected suppliers CU32S2 Preparing and organising the	CU32WC1 Being loyal and secure the company's interests	<p><u>8. Marketing for suppliers</u> 8.6. List of requirements /mission statements 8.7 International calls for tender 8.8 Customs, risk management</p>

	negotiation with a foreign supplier CU32S3 Assessing offers and suppliers		8.9.Tools and methods for assessing and comparing offers and suppliers 8.10. Purchase contract 8.11 General buying conditions 4 Management tools 4.8 Managing supply 4.9 Purchasing costs 4.10 Buying budgets 4.11 Financial assessment of supplier 7. Negotiation 7.4. Purchasing negotiation
CU4 : Managing international trade operations			
CU41 : Choosing service providers	CU41S1 Selecting existing or new service providers for international trade operations (insurance, logistics, financial) CU41S2 Making a qualitative and quantitative analysis of different service providers according to the defined criteria CU41S3 Assessing service providers performance CU41S4 Communicating and negotiating with potential service providers CU41S5 Providing elements for establishing service providers contracts in consultation with relevant departments of the company		2. Computing 2.7 Commercial and export management software 2.8. EDE (Electronic Data Exchange), Web EDE, EDM (Electronic Data Management) 9 Management 9.1. Decision making 9.2. Project management 10. International trade techniques 10.1 Support services and service providers 10.2 Selection criteria of service providers 10.3 Internal or external management of services 10.4. Piloting support services
CU42 : Managing the international business	CU42S1 Managing the coordination the buying and selling administration CU42S2 Keeping track of document files	CU42 WC1 Making sure the work plan is carried out according to appropriate procedure	10 International trade techniques 10. 5. International logistics, 10.6. Incoterms 10.7. Means of transportation, tariffs, and selection, contracts

<p>administration</p>	<p>(import and export)</p> <p>CU42S3 Identifying setbacks, applying alternative and appropriate solution to overcome setbacks</p> <p>CU42S4 Carrying out quality control</p> <p>CU42S5 Assuring Service Relationship Management (SRM)</p>	<p>to avoid problems</p> <p>CU42 WC2 Allocating time and resources</p> <p>CU42 WC3 Liaising with relevant parties</p>	<p>10.8. Documentary management</p> <p>10.9. Means and techniques of payment</p> <p>10.10. Financing of commercial operations and export sales</p> <p>10.11. Customs management</p> <p>10.12. Risks and cover techniques (non payment, exchange, transport, non conformity)</p> <p>10.13. Sales and distribution contract law in an international context</p> <p>10.14. Export tariffs and offer</p> <p>10.15. Settlement of disputes</p> <p>10.16. Intellectual property, patent and trade mark</p> <p><u>4. Management tools</u></p> <p>4.12. Accounts, results, cash flow</p> <p>4.13. Follow up tables</p> <p>4.14. Financial maths</p> <p><u>9 Management</u></p> <p>9.3. Planning, and time management</p>
<p>CU5 Working in a multicultural context</p>			
<p>CU51 Business foreign language A</p>	<p>CU53S1 European language portfolio - level B2</p>		
<p>CU52 Business foreign language B</p>	<p>CU53S1 European language portfolio - level B2</p>		
<p>CU53 Intercultural management and communication</p>	<p>CU53S1 Collecting, analysing and selecting relevant information about worldwide practices in business</p> <p>CU53S2 Distinguishing the context of the relationship with contacts using socio-cultural elements</p> <p>CU53S3 Constituting, managing and updating</p>	<p>CU53WC1 Using experiences, evaluations and good practices</p> <p>CU53WC2 Being sensitive to cultural differences in business behaviour</p>	<p><u>11. Intercultural management and communication</u></p> <p>11.1. Intercultural communication models</p> <p>11.2. Intercultural management models</p> <p>11.3. Managing multicultural teams (interpersonnal communication, meetings, group communication)</p> <p>11.4. Cultural practice (customs)</p>



	<p>a reliable, multicultural network of contacts</p> <p>CU53S4 Animating the network of contacts and sales</p>		<p><u>3 Environment</u></p> <p>3.3. Legal and reglementary environment</p> <p>3.3.5. Legal framework for individual and group relations at work (labour law)</p> <p><u>1. International marketing</u></p> <p>1.13. Animating the sales network (agents, importers, final distribution, virtual teams, pay, motivation, stimulus, control of objectives)</p>
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Certification objectives: description of the vocational profile in terms of learning outcomes



This document has been created with the help of work done in the framework of the COMINTER European project.



COMINTER project has been funded with support from the European Commission. This publication reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

