



BUSINESS TRAINING PROGRAM

— Professional —
Training Certificate



Presentation Business Certificate Program / Study & Work

The business program totals 720 hours.

The first 3 weeks are exclusively at school (classroom), while the following hours are split between school and a workplace.

This program leads to a training certificate from Samuel-de-Champlain, a professional training center and Merici, a private college.

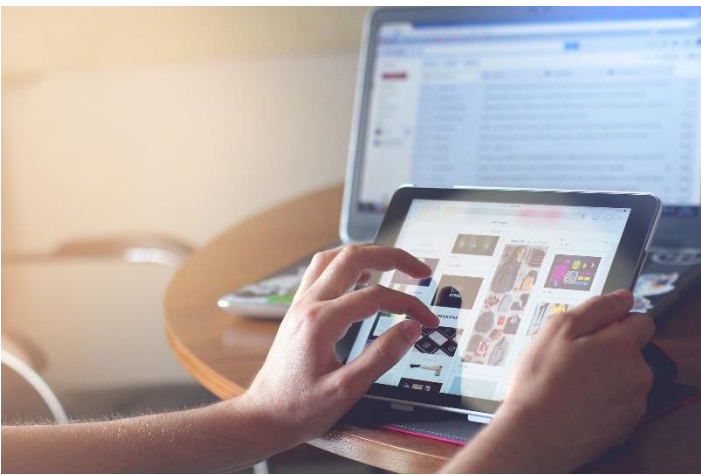
The program is tailored to create an enriching experience that develops the knowledge, skills and attitudes necessary to become a qualified business professional.

Such work/study training course offered with a significant mix of studies and work provides valuable work experience.

5 days a week; 3 days at a rapid workplace.

Type of certification: Training certificate	Number of competencies: 14
Total duration: 720 hours / 7.5 months	Program Fee: \$6,450.00 USD (\$8,650.00.00 CAD)
Workplace placement: ITEC will assist with placement process.	Hourly Wage: CAD 14-25 per hour

**** Program Start dates for 2024:** January 23 - February 26 - March 25 - April 22 - May 20 - October 21 - November 25
**** Accommodation Options varies;** student dorms/ Hostel/ Onsite accommodation at workplace/ individual or shared accommodation in apartments



Business 720 hrs

Francisation (150 hrs)

Québec City discovery (48 hrs)

Business (522 hrs)

1. Profession 6 h**1. Professional interactions 72 hrs**

- Objective of self-assessment of strengths and limitations
- Identification of realistic ways to improve
- Communication
 - Differentiating communication styles and techniques
 - Adapt your communication to your interlocutor
 - Interpreting non-verbal language
- Teamwork
 - Clearly formulate opinions and respect the views and ideas of other team members
 - Evaluate one's ability to establish professional relationships

2. Customer Behaviors 36 hrs

- Interpret customer behaviors
- Establish connections between customer characteristics and their buying behavior
- Identify buying motives
- Situate a customer in terms of their decision-making process
- Decide which approach to use

3. Customer Service 30 hrs

- Adopt a positive attitude
- Personalize service
- Manage inherent stress

4. Sales 78 hrs

- Getting ready for the sale
- Greet, qualify and approach the customer
- Determine the needs
- Introduce products and services
- Overcome objections
- React to a negotiation request
- Propose complementary products or services
- Make a price estimate
- Close the sale in a professional manner

5. Sales-related transaction 42 hrs

- Use a computerized cash register system
- Use the database system
- Use a payment terminal

6. Time management 18 hrs

- Analyze work and set objectives
- Plan tasks
- Evaluate planning results

7. Laws and regulations 18 hrs

- Situate oneself concerning the laws and regulations inherent to the practice of the profession

8. After-sales service 24 hrs

- Apply loyalty techniques
- Carry out exchanges and refunds
- Receive and process complaints
- Convey information

9. Supply 42 hrs

- Receive and prepare merchandise
- Order merchandise
- Take part in inventories and keep them up to date
- Carry out the supply
- Prevent loss and theft

10. Visual presentation 30 hrs

- Analyze the guidelines related to the visual presentation to be made
- Plan the layout, prepare and arrange the merchandise
- Create a pleasant sales atmosphere

11. Entrepreneurial profile and leadership 12 hrs

- Develop your entrepreneurial and leadership profile
- Understand the dynamics of entrepreneurship
- Assess your strengths and weaknesses as an entrepreneur

12. Marketing of products and services 30 hrs

- Understanding the marketing of products and services
- Identify marketing objectives and strategies
- Analyze the basis for pricing
- Understand the distribution process
- Predict sales and potential customers
- Research product and service information
- Analyze the quality level of products and services

13. Marketing and Sales 54 hrs

- Analyze the different marketing strategies of sales
- Recognize trends that influence behaviour
- Participate in promotional activities
- Be familiar with the various marketing tools

14. Technological tools 30 hrs

- Research information online
- Enter and process data
- Use technological tools
- Managing communications

* For information about QC please click here --> [Quebec City, Quebec](#)

* For application submission please contact info@itecanada.com

