

## « MASTER'S DEGREE 1 » LEVEL

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### **MENTION : MANAGEMENT ET COMMERCE INTERNATIONAL DISTINCTION: MANAGEMENT AND INTERNATIONAL TRADE**

PARCOURS : STRATEGIES & MANAGEMENT INTERNATIONAL ("SMI")  
CAREER: STRATEGIES AND INTERNATIONAL MANAGEMENT

### **OPERATIONAL BUSINESS**

#### **TEACHER :**

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#### **TEACHING OBJECTIVES**

Students will be able to build a launch plan and present it to an executive board. He will be able to build a sales pitch and when dealing with a B to B offer to master all the sales process with the right strategy to put in place at each steps to maximize his chances for a positive outcome.

Across this journey, the student will get to know some key oral techniques through the impromptu speech exercise which will help him to think on his feet and to be able to articulate a consistent answer to any kind of questions in any kind of situations.

Operational business means being able to master sales and price management. A specific focus on price management will be provided as it's THE key lever to maximize profit.

Last but not least, Operations are more and more digitalized both from a back office and a front office prospective. At the end of the course, the students will understand how digitalization needs to be included at each steps of the operational business.



## PREREQUISITE :

Students should master what are a business and marketing plans

## PLAN :

1 - Sales pitch + Impromptu speech	6 - Some tips to master both exercises
2 - Launch plan	7 - How to build it and efficiently present it?
3 - Price management	8 - Maximizing profit generation: What are the key rules?
4 - B to B selling methodology	9 - Preparation, preparation, preparation and process analysis
5 - Operational business digitalization	10 - What does it even mean? And Why?

- **BIBLIOGRAPHIC ELEMENTS:**

Nothing specific