



**Duration of the  
training 2 years**



**Capacity  
27 places**



**Success rate  
2022, 2023, 2024: 84.6%**



**Training adapted to  
people with  
disabilities**

### Objectives

The training allows you to enter the sales sectors, more particularly in those of breeding and companion animals as well as the world of the garden (vegetables or peripheral products).

The holder has a dual skill, both technical and commercial. They are able to lead the commercial strategy of pet stores, garden centers, mass distribution, or even manage the commercial department.

### Organization

Twelve weeks of internship in a company divided into three periods.

Two periods in the sector of choice, pet store or garden center, and one period in the other sector.

Two weeks of educational animal management.

Highlights structuring the training: life-size market study, Christmas market, Online shop, Animation-exhibition species (birds, small mammals, reptiles ...) conducting commercial actions in connection with partner companies in the sector.

Reinforced Practical Work in the animal house of the establishment: educational support to know the animals, their characteristics, and the regulations.

Practical work in the Cibeins park and in the greenhouses of the Dardilly horticultural high school.

Organization of a study trip abroad.

### The professions prepared

Department manager, sedentary or itinerant technical sales representative for producers, wholesalers, or suppliers.

### The advantages of our training at Cibeins

- Course adapted to your needs and your project
- Workplace scenarios
- A volunteer teaching team committed to guiding learners to exam success
- A disability advisor (H+) to support the learners concerned
- Personalized support with individualization workshops to follow the young person's journey.

### Adapted and professional technical platforms

- A pet shop on the Cibeins site
- A partnership with the Dardilly horticultural high school for theoretical and practical lessons related to the world of gardening (2 weeks per year of classes at the high school and on the Dardilly horticultural farm).

### Career prospects

Continuation of studies in professional license, business school.

### The H+ Referent

Their role? To analyze the specific needs of people with disabilities and offer them personalized educational adaptations.

For the success of the learners, individualization workshops can be offered: Academic support, methodology, cognitive remediation, etc.

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## Prerequisites/Admission Requirements

- General or technological baccalaureate.
- Professional Baccalaureate
- Other BTS

## Methods and educational organization

Structured in three areas: general education, professional teaching, personal project support.

- Multidisciplinary approach.
- Company visits.
- Scenario.

Teaching at the initiative of the establishment on the discovery of the profession of veterinary assistant and advice on animal behavior.

Two weeks of immersion at the horticultural high school of Dardilly to discover the sector and the products

## Evaluation methods

The training is in a semesterized form without a final test. Capability assessment: assessment situations organized by the teaching team at the end of each semester.

The validation of the diploma is implemented in the form of certification assessments during the 4 semesters of training.

## Graduation

100% in ECCF

A minimum of 10/20 average on all tests.

120 ECTS

Curriculum	
Blocks	Assessed skills
COMMON CORE AREAS	
B1 Be part of today's world	C1.1 Understanding the challenges of the socio-economic reality C1.2 Understanding social issues C1.3 Arguing a point of view in a social debate
B2 Building a personal and professional project	C2.1 Engaging in an active and supportive lifestyle C2.2 Entering a professional environment C2.3 Adapting to specific issues or contexts C2.4 Leading a project
B3 Communicating in various situations and contexts	C3.1 Respond to information needs for oneself and for an audience C3.2 Communicate in a foreign language C3.3 Communicate with appropriate means
PROFESSIONAL FIELD SPECIFIC TO THE SPECIALTY	
B4 Manage a physical or virtual sales space	C4.1 Ensuring the attractiveness of the physical or virtual or virtual C4.2 Animate the sales area C4.3 Streamlining the customer journey C4.4 Ensuring the profitability of the sales area C4.5 Ensuring the profitability of a one-time commercial operation
B5 Optimizing the information management of technical-commercial processes	C5.1 Operating information systems for commercial purposes C5.2 Organizing the digital relationship C5.3 Managing stocks and flows using IT tools
B6 Managing a sales team	C6.1 Optimising the team's activity C6.2 Managing a situation with a particular issue C6.3 Professionalising the team in the technical-commercial relationship internationally
B7 Develop a commercial policy	C7.1 Developing the company's commercial activity C7.2 Operationalizing strategic orientations C7.3 Optimizing the supplier relationship C7.4 Develop a customer prospecting plan
B8 Ensure the customer or supplier	C8.1 Preparing for technical and commercial negotiations C8.2 Conducting technical and commercial negotiations C8.3 Ensure the assessment and follow-up of a sale or

More information on

[www.cibeins.fr](http://www.cibeins.fr)



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