



## bac pro commerce, vente, ARCU - conduire un entretien de vente - 2de professionnelle - pochette de l'élève

By Millon, Elisabeth - Vergnole, Estelle

GEP, 2011. Paperback. Condition: NEUF. Cet ouvrage, conforme à la réforme du Bac Pro en 3 ans, traite de la conduite d'un entretien de vente de la classe de Seconde professionnelle des métiers de la relation aux clients et aux usagers. Certaines applications conduisent l'élève à mobiliser des compétences professionnelles au moyen de l'outil informatique. Les activités proposées, tirées de situations concrètes, permettent d'acquérir et d'approfondir les compétences liées à la vente de produits et/ou de services. - Nombre de page(s) : 272 - Poids : 720g - Genre : Autres enseignements techniques Lycées professionnels.



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