

A Message from the Director of the Specialised Masters in Business Development & Key Account Management:

"In an ever-changing environment, where markets are becoming more and more global, companies merge, reorganise and diversify. To respond to this organisational complexity companies have to rethink their commercial strategy, particularly in "Business to Business" contexts; they must develop their profitability with expert, competent commercial staff. The Specialised Master's in Business Development and Key Accounts Management needs to build durable relationships with companies to adjust its programme to the requirements of the market. The aim of the programme is to train high-level commercial and managerial staff with a genuine taste for challenge and a natural inclination for mobility.

Today's recruiters are looking for new profiles: consultants, business engineers, business developers and senior negotiators. The success and the originality of this programme are based on its work-linked format as part of a career plan with expert coaching. This Specialised Master's targets both experienced managers who wish to sharpen their skills in order to gain promotion to senior positions in key accounts, and to young graduates who wish to specialise or acquire dual skills.

Their future salaries reflect the current dearth of skilled staff in these strategic positions."

Odile LETRILLART

Odile LETRILLART is a specialist in key accounts business development and worked for ten years at Xerox France. After working in key accounts as a sales engineer she was appointed manager and then became head of the Xerox France "Sales Team" Training Centre. Today she is Director of the Specialised Master's in Business Development and Key Accounts Management and the author of several articles on business development. She also works as a consultant in strategy and development for large companies.