

Boulogne, 27 October 2008

**Press release**

**Réseau Clubs Bouygues Telecom (RCBT) creates its own sales school**

**To support the expansion of its distribution network, Réseau Clubs Bouygues Telecom has created its own sales school.**

**A ground-breaking initiative that will promote the hiring of young people on permanent contracts.**

**RCBT sales school gets its first intake**

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In September, 31 of the 130 students on work experience in stores belonging to the Bouygues Telecom Clubs network joined the RCBT sales school created in partnership with CIEFA, the IGS group's specialised alternance training centre. The first intake, they will prepare a vocational diploma in store management.

During the school year, the young people will spend two days a week in the classroom and three days in stores. To match patterns of activity in the Bouygues Telecom Clubs network, their timetable has been arranged to coincide with the busiest times of year, like the run-up to Christmas. Altogether, the students will have 1,200 hours of coursework over two years, plus nearly 100 hours of modules dispensed by RCBT staff.

A steering committee made up of teachers and RCBT representatives has been set up to ensure the best conditions for the pilot intake.

**Supporting future employees**

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When they have completed their two-year course, RCBT will offer the young graduates a permanent contract. For them, it is a guarantee of a future job and the assurance of a solid grounding in sales, covering areas like customer relations management, sales techniques for products and services and store management. For Bouygues Telecom, it is an opportunity to support and secure the loyalty of future employees by enabling them to familiarise themselves with the world of sales and to acquire a genuine corporate culture.

In view of the large number of applications for the first course, RCBT has already decided to repeat the experiment next September, making the company one of the key players in sales alternance training in the Paris region.

**About Réseau Clubs Bouygues Telecom**

*Created in 1998, Réseau Bouygues Telecom Clubs is a nationwide network of 570 retail outlets, including 175 branches.*

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