



Boulogne, 19 October 2009

Press release

## **Réseau Clubs Bouygues Telecom launches a degree course in Sales Outlet Management**

**Réseau Clubs Bouygues Telecom (RCBT) is giving its future and young store managers the key to a sales management career with work/training contracts leading to a degree in Sales Outlet Management.**

### **First intake for the RCBT Sales Outlet Management course**

---

Since the start of October, 21 young or future managers of Bouygues Telecom Club network stores are on work/training contracts created as part of a new partnership with the IGS group's specialised work/training centre, CIEFA, and IUT Sénart Fontainebleau and Université Paris XII.

The course students are on permanent contracts and are given three days' teaching every two weeks over a one-year period, or 500 hours. For the 2009-2010 academic year, the classes will be held by teachers from all three institutions between October and June, and students will be required to hand in a report in September. The course focuses on developing skills such as management, sales and management accounting.

Each student is mentored by an experienced RCBT manager. Mentors share their experience and know-how with students and help them to develop in management expertise. They also ensure that the students acquire Bouygues Telecom's corporate culture through the company's different businesses.

### **Supporting future employees**

---

RCBT aims to support its employees in their assignment and help them enhance their skills with this course that leads to a qualification. For Benoît Torloting, CEO of RCBT, "Creating this course is an innovating initiative in the image of the Sales School launched in 2008. Bouygues Telecom Club store managers play a key role because they are in contact with customers and contribute to the company's success. It seems natural, therefore, for us to support them in their assignment."

The course is part of a global strategy to support employees, in the image of the Sales School that welcomed its second intake of 30 students this year on work/training contracts within RCBT stores to prepare a vocational diploma in store management (BTS MUC). When they have completed their two-year course, RCBT will offer the young graduates a permanent contract. For Bouygues Telecom, it is an opportunity to secure the loyalty of its future employees by enabling them to become acquainted with the world of sales and to acquire a genuine corporate culture.

### **About Réseau Clubs Bouygues Telecom**

*Created in 1998, Réseau Clubs Bouygues Telecom is a nationwide network of 590 sales outlets, including 220 stores.*

### **Press contacts:**

Adeline Soubie – +33 (0)1 58 17 97 06 – [asoubieb@bouyguetelecom.fr](mailto:asoubieb@bouyguetelecom.fr)

Guillaume Stérin – +33 (0)1 58 17 94 82 – [gsterin@bouyguetelecom.fr](mailto:gsterin@bouyguetelecom.fr)