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The first French Digital Business Manager training course will open in September 2017 in Metz

[NBS NEGOCIANCE GROUP](#) and the [EBEN Federation](#) will launch, on September 2017, a new Digital Business Manager (bachelor's degree) alternating training course.

Specializing in digital equipment and services (Cloud computing, virtualisation, Internet of Things...), the digital business manager finds global solutions in order to kit out and advise a client on support functions, and more specifically, his digital transition project. The Digital Business Manager is a true advisor who masters both technical matters and complex solutions of the digital transition becoming a partner for the client success.

The first session, which will include 16 students, will begin on September in the Metz [LORnTECH's](#) Totem building (digital ecosystem of the Lorraine corridor labelled by the FrenchTech). To enroll in this course, candidates must have a two-year university or technical degree. There is no age limit and job seekers may also apply to the program, creating a diverse environment that will enrich exchanges.

The main purpose of this course is to ensure that these prospective professionals find a job and become technical sales managers, department manager or sales representatives.

Thus, over twelve months, students will be totally immersed in the business world, whether it be in their company or in tuition provided by digital technology and sales experts ICPF and PSI certified.

A Course Built by the Sector Companies

In the present lack of salesman context, digital companies have noted the inexistence of the specialisation in their sector. In close cooperation with the EBEN Federation and its members, NEGOCIANCE has worked for two years to elaborate this course totally adapted to these company's needs.

Planning to open sessions in other French cities the training organisation and the federation call on companies which want to welcome into their midst and train their future colleagues.

EBEN in short

The EBEN Federation is a syndicate which represents distribution businesses : office supplies, office furniture, IT, printing solutions and telecommunication companies. The EBEN Federation is the result of a merger between two syndicates, the FICOME and the FEB. Currently, it represents more than 10 000 companies and two 2000 subscribers in France generating a turnover of 18 billion Euros and employing 100 000 workers. In addition to standing up for its members, EBEN offers them individualised legal advices, set up formations for the sector employees, carry out a legal watch, write sectoral reports...

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