

## 1. CERTIFICATE TITLE

**Yrkeshögskoleexamen**

**B2B-säljare**

## 2. TRANSLATION OF CERTIFICATE TITLE

**Higher Vocational Education Diploma**

**B2B Salesperson**

This translation has no legal status.

## 3. SKILLS AND KNOWLEDGE PROFILE

### The holder of this document has

- Knowledge of concepts, models and theories in B2B sales.
- Knowledge of the sales role and its strategic importance for profitability.
- Knowledge of laws and regulations governing purchasing and public procurement.
- Knowledge of verbal and written business communication in Swedish and English.
- Knowledge of laws and regulations in business law.
- Knowledge of digital channels and media and inbound marketing in sales work.
- Knowledge of theory of and approach to sales, negotiation and presentation techniques.
- Skills in performing common and qualified tasks as a B2B salesperson.
- Skills in calculating, budgeting and using financial information in profitability assessments.
- Skills in drawing up and interpreting a business plan.
- Skills in communicating in speech and writing in business English in international contexts.
- Skills in collecting, interpreting and handling business laws, issues and disputes.
- Skills in using digital channels and media in sales work.
- Skills in planning, implementing and evaluating negotiations.
- Competence to independently calculate, budget and use financial information in profitability assessments.
- Competence to independently apply business English in writing and verbally.
- Competence to independently collect, interpret and handle legal issues and disputes.
- Competence to independently plan and implement strategies in digital sales and inbound marketing.
- Competence to independently plan and conduct negotiations and presentations, as well as analysing their outcomes.
- Competence to independently identify and take into account psychological factors in sales work.
- Competence to independently perform business intelligence and present position analyses, as well as creating business and market plans.

## 4. PROFESSIONS AVAILABLE FOR THE HOLDER OF THE CERTIFICATE

B2B Salesperson, Account Manager, Company Salesperson, Key Account Manager and Sales Consultant

## 5. OFFICIAL STATUS OF THE CERTIFICATE

<b>Name and address of the awarding institution</b>	<b>Name and address of the public authority issuing awarding entitlement to education providers</b>
	The Swedish National Agency for Higher Vocational Education Box 145, 721 05 Västerås Sweden <a href="http://www.myh.se">www.myh.se</a>
<b>Diploma level (national or international designation)</b>	<b>Grading scale</b>
SEQF/EQF:	Fail (Icke godkänt - IG) Pass (Godkänt - G) Pass with Distinction (Väl godkänt - VG)

## 6. OFFICIALLY RECOGNISED MANNER OF OBTAINING THE DIPLOMA

Description of vocational education and training received	Per cent of whole programme (%)	Length (weeks)
• College/education centre		weeks
• Placement – Learning in a work environment		weeks
Total teaching/study duration resulting in diploma		<b>weeks</b>
<b>Further information</b>		
The Higher Vocational Education Diploma requires a minimum of a Pass (Godkänt) in all courses. Five HVE credits correspond to one week of full-time studies.		
A Higher Vocational Education Diploma is awarded if the study programme comprises a minimum of 200 Higher Vocational Education credits (HVE credits).		
An Advanced Higher Vocational Education Diploma is awarded if the study programme comprises a minimum of 400 HVE credits, at least one quarter of programme time is spent on student placement, and the student has completed an independent project.		
Entry requirement is successful completion of upper secondary education.		
For more information on higher vocational education, please visit the website of the Swedish National Agency for Higher Vocational Education: <a href="http://www.myh.se">www.myh.se</a>		

**(\*) Explanatory note**

This document is designed to provide additional information about the specified certificate and does not have any legal status in itself. The format of the description is based on the following texts: Council Resolution 93/C 49/01 of 3 December 1992 on the transparency of qualifications, Council Resolution 96/C 224/04 of 15 July 1996 on the transparency of vocational training certificates, and Recommendation 2001/613/EC of the European Parliament and of the Council of 10 July 2001 on mobility within the Community for students, persons undergoing training, volunteers, teachers and trainers.

More information available at: <http://europass.cedefop.europa.eu>

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