



1. Title of the certificate – Yrkeshögskoleexamen ¹

B2B-säljare

2. Translated title of the certificate – Higher Vocational Education Diploma ²

B2B Salesperson

3. Knowledge, skills and competence profile

The holder of the certificate has:

- Specialist knowledge in theoretical and practical B2B sales such as sales planning, sales call structure and sales and negotiation methodology.
- Specialist knowledge of theoretical and practical digital sales, as well as different communication channels.
- Specialist knowledge of theoretical and practical customer analysis, as well as different models for sales strategies.
- Specialist knowledge of theoretical and practical economics, such as models, follow-up and planning.
- Specialist knowledge of theoretical and practical business intelligence and analysis, how factors in organisations' sales and market environments can influence decisions.
- Knowledge and overview of related professional and competence areas such as business administration and its foundations, financial governance and key business concepts.
- Skills in planning, executing and identifying resources to perform specialist tasks in sales, such as conducting sales work and running sales processes in complex business from a holistic perspective.
- Skills in planning, executing and identifying resources to perform specialist tasks in digital sales, such as choosing the correct tools and channels and relating to digital sales from different perspectives.
- Skills in planning, performing and identifying resources to perform specialist tasks in project management, such as initiating, implementing and completing a project.
- Skills in planning, executing and identifying resources to perform specialist tasks in finance such as creating product and investment calculations, performance and liquidity budgets and interpreting income statements and balance sheets.
- Skills in solving complex problems in sales, project management and business development.
- Skills in communicating undertakings and solutions relating to sales in both Swedish and English.
- Competence to independently handle theoretical and practical sales work in a way that leads to further learning and professional development.
- Competence to independently handle theoretical and practical sales work in a way that leads to further learning and professional development.
- Competence to monitor sales work and to complete assigned projects.
- Competence to monitor digital sales work and to complete assigned projects.

4. Range of occupations accessible to the holder of the certificate ³

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

¹ In the original language. | ² If applicable. This translation has no legal status. | ³ If applicable.

The Certificate supplement provides additional information about the certificate and does not have any legal status in itself. Its format is based on the Decision (EU) 2018/646 of the European Parliament and of the Council of 18 April 2018 on a common framework for the provision of better services for skills and qualifications (Europass) and repealing Decision No 2241/2004/EC.

1. Official basis of the certificate

Name and address of the awarding institution	Authority providing accreditation / recognition of the certificate
	The Swedish National Agency for Higher Vocational Education Box 145 721 05 Västerås, Sweden www.myh.se
Level of the certificate (national or European) ¹	Grading scale / Pass requirements
Level 5 in the National Qualifications Framework (SeQF) Level 5 in the European Qualifications Framework (EQF)	Fail (icke godkänt – IG) Pass (Godkänt – G) Pass with distinction (Väl godkänt – VG)
Access to next level of education / training ¹	International agreements on recognition of qualifications ¹
	The Higher Vocational Education Diploma requires a minimum of a Pass (Godkänt) in all courses.

Legal basis

A Higher Vocational Education Diploma is awarded if the study programme comprises a minimum of 200 Higher Vocational Education credits (HVE credits). Five HVE credits correspond to one week of full-time studies.

2. Officially recognised ways of acquiring the certificate

Description of vocational education and training	Percentage of total programme (%)	Duration (/weeks)
College/education centre	%	weeks
Placement – learning in a work environment	%	weeks
Total duration of the education / training leading to the certificate		weeks

3. Additional information

Entry requirements ¹

Entry requirement is successful completion of upper secondary education.

More information (including a description of the national qualifications system)

For more information on higher vocational education, please visit the website of the Swedish National Agency for Higher Vocational Education: www.myh.se

National Europass Centre

www.myh.se

¹ If applicable.