



CERTIFICATE SUPPLEMENT (*)



SWEDEN

1. CERTIFICATE TITLE

Kvalificerad Yrkehögskoleexamen

Business Manager - B2B säljare som gör goda affärer

2. TRANSLATION OF CERTIFICATE TITLE

Advanced Higher Vocational Education Diploma in

Business Manager - B2B sales representative with sound business sense

This translation has no legal status

3. SKILLS AND KNOWLEDGE PROFILE

The holder of this document has

- Knowledge of the sales process and its constituent parts
- Knowledge of sales strategies, sales plans and sales tools
- Knowledge of legislation which governs the sales process, such as contract law and sales law
- Knowledge of business economics, how economy is generated in a company, calculation and budgeting
- Knowledge of tools for the collection, analysis and documentation of information
- Knowledge of digital support systems for the sales process
- Knowledge of the supplier process, "the product's path", CSR, ethical and social responsibility, environmental considerations, etc.
- Knowledge of project methodology, leadership and group development, organisational structures and processes
- Knowledge of the significance of business language and culture in sales
- Knowledge of communication, rhetoric and presentation and argumentation techniques
- Knowledge of motivation and drive in interpersonal relations
- Skills in formulating a sales plan and preparing, planning and booking customer visits
- Skills in analysing customer needs and proposing solutions
- Skills in writing and orally presenting proposed solutions, both externally to customers and internally within the company
- Skills in argumentation, negotiation and closing business deals
- Skills in following up business and creating long-term relations with customers
- Skills in using different approaches for customers from different cultures with different motivations/drives and adapting the communication
- Competence to plan, implement and follow up the entire sales process
- Competence to make good business deals which produce optimal benefits for the customer and the company
- Competence to make good business deals which are ethically, socially and environmentally viable
- Competence to drive the sales process as a business project
- Competence to handle relations both externally and internally

4. PROFESSIONS AVAILABLE FOR THE HOLDER OF THE CERTIFICATE

Sales Manager, Sales Coordinator, Sales Assistant, Corporate Sales Executive, Commercial Sales Representative/B2B Sales Representative, Key Account Manager.

5. OFFICIAL STATUS OF THE CERTIFICATE

Name and address of the awarding institution	Name and address of the public authority issuing awarding entitlement to education providers
	The Swedish National Agency for Higher Vocational Education Box 145, 721 05 Västerås Sweden www.myh.se
Diploma level (national or international designation)	Grading scale
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		weeks
Further information		
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: www.myh.se		

(*) Explanatory notes

This document is intended to provide additional information about the specified diploma and has no legal status in itself. It is based on Council Resolution 93/C No. 49/01 of 3 December 1992 on the transparency and clarity of qualifications, Council Resolution 96/C 224/04 of 15 July 1996 on the transparency and clarity of vocational education certificates, and the European Parliament and Council Recommendation 2001/613/EC of 10 July 2001 on mobility within the Union of students, persons undergoing vocational training, volunteers, teachers and educators.

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