



# CERTIFICATE SUPPLEMENT (\*)



SWEDEN

## 1. CERTIFICATE TITLE

Yrkeshögskoleexamen

Företagssäljare/B2B

## 2. TRANSLATION OF CERTIFICATE TITLE

Higher Vocational Education Diploma

Corporate B2B Salesperson

This translation has no legal status.

## 3. SKILLS AND KNOWLEDGE PROFILE

### The holder of this document has

- Knowledge of the entire sales process with a focus on relationship marketing and business sales.
- Knowledge of sales work's various parts such as sales planning, sales methodology and different sales channels.
- Knowledge of present position and external analyses.
- Knowledge of business law and relevant laws for a corporate sales person.
- Knowledge of national and international business-to-business trade activities.
- Knowledge of commonly used English technical terms.
- Knowledge of financial concepts, budgeting, profitability calculations, financing and follow-up of financial documentation.
- Skills in planning and implementing sales work and running complex sales processes.
- Skills in making a fictitious business and marketing plan.
- Skills in identifying, analysing and selecting appropriate strategies based on present position and external analyses in order to increase inflow on the website and other digital channels.
- Skills in working with laws relevant to a corporate sales person.
- Skills in developing an existing customer base through added sales.
- Skills in communicating verbally and in writing in English.
- Skills in producing investment calculations, profitability calculations and sales budgets.
- Competence to independently run a goal-focused sales process.
- Competence to work independently and in teams as a corporate salesperson.
- Competence to carry out external and present position analyses.
- Competence to work on sales of complex products and services and to develop a basis for contracts.
- Competence to apply sales planning in complex business transactions.
- Competence to write quotations and other business documents and converse in English at customer meetings.
- Competence to translate a business plan into concrete and measurable budgets, taking into account the company's long-term goals.

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

Corporate B2B Salesperson and Account Manager

## 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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