



# CERTIFICATE SUPPLEMENT (\*)



SWEDEN

## 1. CERTIFICATE TITLE

Yrkeshögskoleexamen

Företagssäljare B2B

## 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 the sales concept as a whole.
- Knowledge of the importance of communication in sales processes such as rhetoric, presentation and negotiation techniques.
- Knowledge of tools, methods and strategies for business sales.
- Knowledge of sales techniques, both theoretical and practical.
- Knowledge of sales strategies and sales goals.
- Knowledge of Key Account Management - strategic and practical key customer work.
- Knowledge of strategic marketing both practical and digital.
- Skills in communicating verbally and in writing in English in business and social contexts.
- Skills in conducting a sales call from introduction to closure.
- Skills in acting creatively and efficiently from first customer contact to closure and follow-up.
- Skills in systematically planning, implementing and analysing their sales work.
- Skills in using tools, methods and strategies for business sales and how to achieve defined goals through these.
- Skills in interpreting and identifying financial statements and key figures.
- Skills in evaluating the customer's financial circumstances.
- Competence to independently lead sales in English.
- Competence to be able to steer operations towards more profitable customers and business, from a holistic perspective.
- Competence to monitor and evaluate that good sales work is being carried out.
- Competence to interpret and establish agreements based on legal aspects.
- Competence to develop trusting relationships with the company's customers.
- Skills to complete, follow up and evaluate a sales project.
- Competence to apply profitability optimisation for both the customer and the company.

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

Salesperson, Sales Manager and Sales Coordinator

## 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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