



# CERTIFICATE SUPPLEMENT (\*)



SWEDEN

## 1. CERTIFICATE TITLE

**Kvalificerad Yrkeshögskoleexamen**

**Företagssäljare**

## 2. TRANSLATION OF CERTIFICATE TITLE

**Advanced Higher Vocational Education Diploma in**

**Company Sales Representative**

This translation has no legal status

## 3. SKILLS AND KNOWLEDGE PROFILE

### The holder of this document has

- Knowledge on the sales process for goods and services and what it entails, including planning, sales talks and sales techniques.
- Skills in communicating in English at business negotiations, writing business letters, performing oral presentations and attending meetings.
- Skills in understanding how differences in culture and habits between countries affect business cooperation.
- Skills in negotiating deals with customers that will result in deals that fulfills the qualifications of export and market legislation.
- Skills in analysing the needs of customers.
- Knowledge on project management.
- Knowledge on how to gather information about the outside world through familiarity with various channels, so as to be able to position the organisation in relation to competitors and markets.
- Knowledge on delivery conditions that regulate sharing of cost and liability between the seller and buyer during transport, for both national and international trade.
- Skills in working with marketing and sales in a way that supports business relations and key customers, and increases the profitability of the company.
- Knowledge on business economics and budgeting.
- Knowledge on presentation techniques and how to communicate in various sales situations.

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

Sales Executive, Export Sales Representative, Regional Sales Representative, Regional Manager, Sales Coach, Company Sales Representative, Product Owner, Project Manager, Marketing Executive, Account Manager, Key Account Manager, 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 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.

© European Communities, 2002