



APPENDIX TO DIPLOMA (*)



1. EXAMENSBEVISETS BENÄMNING

Kvalificerad Yrkehögskoleexamen

Företagssäljare

2. TRANSLATION OF DIPLOMA TITLE

Advanced Diploma in Higher Vocational Education

Business 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 for sales.
- Knowledge of the tools, methods and strategies that are available in business sales and how these can be used to reach set sales targets.
- Knowledge of fundamental concepts in marketing.
- Knowledge of how you can view a company's market from a national and international perspective.
- Skills in holding a sales discussion, from introduction to closing a deal.
- Skills in acting creatively and effectively from the first contact with the customer to the closing of the deal and follow-up.
- Skills in systematically planning their sales operations, creating attractive offers, interpreting financial reports and key figures.
- Skills in assessing the customer's financial circumstances, developing a market plan and influencing the customer's market.
- Skills in analysing the company's context and market, including its competition.
- Skills in adapting their communication to the recipient.
- Skills in communicating in English, verbally and in writing, in business and social contexts.
- Skills in carrying out positive selling.
- Competence to work as a qualified business to business salesperson at companies whose core operations represent production, provision of services or trade.

4. PROFESSIONS AVAILABLE FOR HOLDERS OF THE DIPLOMA

Internal and field sales staff, District Manager, Regional Manager, Sales Leader, Sales Manager

5. OFFICIAL STATUS OF THE DIPLOMA

Name, status and address of the institution awarding the diploma	Name, status and address of the public authority issuing the entitlement to award a diploma to education providers
	The Swedish National Agency for Higher Vocational Education Postal Address: Box 145, S-721 05 Västerås www.myh.se
Diploma Level (national or international designation)	Grading Scale
NQF/EQF: <i>scale not yet established</i> ISCED – scale:	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 (hours/weeks/months/years)
• College/education centre		weeks
• Placement – Learning in a work environment		weeks
Total teaching/study duration resulting in diploma		weeks/years
<p>Further information</p> <p>A higher vocational programme may be of 200 vocational credits, equivalent to one full academic year, or 400 vocational credits, corresponding to two full academic years. If the criteria in Chapter 2, Section 13 of the Ordinance (2009:130) on higher vocational education are fulfilled, a Diploma in Higher Vocational Education is obtained. If the criteria in Chapter 2, Section 14 of the Ordinance (2009:130) on higher vocational education are fulfilled, an Advanced Diploma Higher Vocational Education is obtained.</p> <p>Entry requirement is successful completion of upper secondary education.</p> <p>For more information on higher vocational education, please visit the website of the Swedish National Agency for Higher Vocational Education: www.myh.se</p>		

(*) 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.

Further information on transparency and clarity may be obtained from: www.cedefop.eu.int/transparency

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