



CERTIFICATE SUPPLEMENT (*)



SWEDEN

1. CERTIFICATE TITLE

Yrkeshögskoleexamen

Företagssäljare

2. TRANSLATION OF CERTIFICATE TITLE

Higher Vocational Education Diploma

Account Manager

This translation has no legal status.

3. SKILLS AND KNOWLEDGE PROFILE

The holder of this document has

- Knowledge of the sales process, including planning, sales talk, sales techniques and how these techniques can be used to meet set sales targets.
- Knowledge of the tools, methods and strategies available in business sales and how these can be used to meet set sales targets.
- Knowledge of the importance of communication for sales.
- Knowledge of how to implement and run different projects.
- Knowledge of the fundamental concepts in marketing.
- Skills to analyse a company's context and market, in addition to any competition.
- Skills in spoken and written communication in English.
- Skills to conduct meetings and presentations in English.
- Skills to assess a customer's financial circumstances and develop a marketing plan.
- Skills in conducting sales calls - from initiating to closing a deal, acting creatively and efficiently to follow-up.
- Skills to design a market plan and analyse external factors, market and competitive situation of different businesses.
- Competence to work as a qualified business-to-business salesperson.

4. PROFESSIONS AVAILABLE FOR THE HOLDER OF THE CERTIFICATE

Sales Leader, Sales Manager, District Manager, Business-to-Business Sales Advisor, Sales Coach, Regional Manager, Regional Sales Representative, Company Sales Representative and Consultant

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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