



## 1. Title of the certificate – Yrkeshögskoleexamen <sup>1</sup>

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Företagssäljare

## 2. Translated title of the certificate – Higher Vocational Education Diploma <sup>2</sup>

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Corporate Salesperson

## 3. Knowledge, skills and competence profile

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The holder of the certificate 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. Range of occupations accessible to the holder of the certificate <sup>3</sup>

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Corporate Salesperson and Account Manager

<sup>1</sup> In the original language. | <sup>2</sup> If applicable. This translation has no legal status. | <sup>3</sup> If applicable.

## 1. Official basis of the certificate

Name and address of the awarding institution	Authority providing accreditation / recognition of the certificate
	The Swedish National Agency for Higher Vocational Education Box 145 721 05 Västerås, Sweden <a href="http://www.myh.se">www.myh.se</a>
Level of the certificate (national or European) <sup>1</sup>	Grading scale / Pass requirements
Level 5 in the National Qualifications Framework (SeQF) Level 5 in the European Qualifications Framework (EQF)	Fail (icke godkänt – IG) Pass (Godkänt – G) Pass with distinction (Väl godkänt – VG)
Access to next level of education / training <sup>1</sup>	International agreements on recognition of qualifications <sup>1</sup>
	The Higher Vocational Education Diploma requires a minimum of a Pass (Godkänt) in all courses.

### Legal basis

A Higher Vocational Education Diploma is awarded if the study programme comprises a minimum of 200 Higher Vocational Education credits (HVE credits). Five HVE credits correspond to one week of full-time studies.

## 2. Officially recognised ways of acquiring the certificate

Description of vocational education and training	Percentage of total programme (%)	Duration (/weeks)
College/education centre	%	weeks
Placement – learning in a work environment	%	weeks
Total duration of the education / training leading to the certificate		weeks

## 3. Additional information

### Entry requirements <sup>1</sup>

Entry requirement is successful completion of upper secondary education.

### More information (including a description of the national qualifications system)

For more information on higher vocational education, please visit the website of the Swedish National Agency for Higher Vocational Education: [www.myh.se](http://www.myh.se)

### National Europass Centre

[www.myh.se](http://www.myh.se)

<sup>1</sup> If applicable.