

1. CERTIFICATE TITLE

Kvalificerad Yrkeshögskoleexamen

IT Sales B2B

2. TRANSLATION OF CERTIFICATE TITLE

Advanced Higher Vocational Education Diploma in

IT Salesperson

This translation has no legal status

3. SKILLS AND KNOWLEDGE PROFILE

The holder of this document has

- Knowledge of sales techniques and strategic selling.
- Knowledge of how to build and develop customer relationships.
- Knowledge of marketing and business development.
- Knowledge of financial connections from a company perspective.
- Knowledge of the project concept and its different phases.
- Knowledge of both spoken and written business English.
- Knowledge of commercial law and contract law.
- Knowledge of e-commerce in different sectors.
- Knowledge of growth and development in the IT industry.
- Knowledge of network technology and data security.
- Knowledge of computer technology and hardware.
- Knowledge of system development and system development methods.
- Skills to efficiently plan and implement sales work and master alternative sales methods for the IT industry.
- Skills to identify customer benefit and propose efficient solutions for customers.
- Skills to combine technical knowledge with businesslike attitudes in customer relationships.
- Skills to plan, structure and conduct and write legal agreements.
- Skills to devise marketing and business plans and arrange relevant marketing activities.
- Skills to use financial ratios to develop a project or company.
- Skills to maintain spoken or written business communication in English.
- Competence to work with the whole chain of the sales process within the IT industry.
- Competence to develop strategic and long-term customer relationships for customer benefit and profitability.
- Competence to independently plan and carry out negotiations.
- Competence to use computer support to facilitate and streamline sales and marketing work.

4. PROFESSIONS AVAILABLE FOR THE HOLDER OF THE CERTIFICATE

IT Salesperson, Account Manager and Business Developer in IT

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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