



CERTIFICATE SUPPLEMENT (*)



SWEDEN

1. CERTIFICATE TITLE

Yrkehögskoleexamen

Internationell Säljare B2B

2. TRANSLATION OF CERTIFICATE TITLE

Higher Vocational Education Diploma

International Sales Representative, B2B

This translation has no legal status.

3. SKILLS AND KNOWLEDGE PROFILE

The holder of this document has

- Knowledge of business English, business economics and business acumen.
- Knowledge of international sales and international business law.
- Knowledge of project management.
- Skills to work with sales processes, customer prospecting and customer selection.
- Skills in needs analysis, sales calls and customer visits.
- Skills to plan, implement and evaluate professional sales activities related to export sales and expansion into new international markets.
- Skills in budgeting and performing cost-benefit calculations, and in planning and implementing sales-/marketing activities and projects based on the requirements of profitability and customer satisfaction.
- Skills in drafting and communicating customer offers in a business-like manner, in English, while demonstrating an understanding for cultural differences.
- Skills in drafting bids, negotiating, and entering into contracts that are in accordance with business law.
- Skills in performing strategic sales planning based on management by objectives, sales targets, and sales quotas.
- Competence to independently perform skilled tasks within the field of sales, with a specialisation in complex B2B sales to domestic and international markets.
- Competence to develop strategic and long-term customer relationships with a focus on customer value and profitability.
- Competence to be responsible for the planning, implementation, and evaluation of sales activities and projects.
- Competence to independently and cooperatively analyse and evaluate different sales and marketing strategies.
- Competence to provide well-founded proposals in complex decision-making and business situations related to export sales.
- Competence to independently manage linguistic, legal and economic conditions in order to develop long-term and business-like customer relationships in an international market.

4. PROFESSIONS AVAILABLE FOR THE HOLDER OF THE CERTIFICATE

International (export) Sales Representative B2B, Account Manager, Key Account Manager, Sales Consultant, Project and Sales Manager

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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