



APPENDIX TO DIPLOMA (*)



1. EXAMENSBEVISETS BENÄMNING

Yrkeshögskoleexamen

Kvalificerad företagssäljare

2. TRANSLATION OF DIPLOMA TITLE

Diploma in Higher Vocational Education

Qualified Business Sales Representative

This translation has no legal status.

3. SKILLS AND KNOWLEDGE PROFILE

The holder of this document has

- Knowledge on the entire concept of sales, including the importance of communication in sales as well as the tools, methods and strategies that are available for Business Sales Representatives, and how to achieve given sales targets through these.
- Knowledge on the basic terms of marketing and how to view the company's market from both a national and an international perspective.
- Skills in sales talks, from introduction to sealing the deal, and in acting in a creative and efficient manner from the initial contact with the customer to sealing and following up the deal.
- Skills to systematically plan sales work and to create attractive sales offers.
- Skills to interpret financial reports and key indicators, and to evaluate the financial conditions of a customer.
- Skills to develop a marketing plan and to develop the market.
- Skills to analyse the company's position in the market and the competition in the market.
- Skills to adjust communication to suit the receiver.
- Skills to communicate in English in both oral and written form, in business as well as in social contexts.
- Skills in carrying out sales in a positive manner.
- Competence to work with business-to-business sales as a qualified Sales Representative for a company that focuses on retail sales, or on the production of goods or services.

4. PROFESSIONS AVAILABLE FOR HOLDERS OF THE DIPLOMA

Business Sales Representative, Business-to-business

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) NQF/EQF: <i>scale not yet established</i> ISCED – scale:	Grading 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

Further information

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.

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.

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

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