



APPENDIX TO DIPLOMA (*)



SWEDEN

1. EXAMENSBEVISETS BENÄMNING

Kvalificerad Yrkeshögskoleexamen

Kvalificerad Säljare/Key Account Manager

2. TRANSLATION OF DIPLOMA TITLE

Advanced Diploma in Higher Vocational Education

Qualified Salesperson/Key Account Manager

This translation has no legal status

3. SKILLS AND KNOWLEDGE PROFILE

The holder of this document has

- Knowledge of sales and the sales process with a focus on relationship marketing and key account sales.
- Knowledge of the seller's role and responsibilities, in addition to legislation on marketing, contract and procurement laws.
- Knowledge of how IT can be applied in the role of Qualified Salesperson / Key Account Manager.
- Knowledge of how to plan, implement and monitor marketing and sales activities targeting national and international markets.
- Knowledge of laws and concepts such as Fairtrade, Code of Conduct and CSR.
- Skills in using the IT tools needed to effectively run and support the sales process.
- Skills in applying the procedures, methods and business tools required for working in a national and international business environment, in addition to handling rules governing import and export of goods and services.
- Skills in interpreting an offer and creating a procurement document.
- Skills to coordinate trading activities for goods and services.
- Competence in planning, implementing and monitoring marketing and sales activities that target national or international markets.
- The competence to make financial decisions and manage complex negotiation situations.
- Skills to work as an independent Qualified Salesperson / Key Account Manager, from setting goals, defining requirement strategies and business development to final implementation and evaluation.

4. PROFESSIONS AVAILABLE FOR HOLDERS OF THE DIPLOMA

Key Account Manager, Responsible Key Account Manager, Corporate Sales, Sales Manager, Sales Leader

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
<p>Further information</p> <p>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.</p> <p>Entry requirement is successful completion of upper secondary education.</p> <p>For more information on higher vocational education, please visit the website of the Swedish National Agency for Higher Vocational Education: www.myh.se</p>		

(*) 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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