



# APPENDIX TO DIPLOMA (\*)



SWEDEN

## 1. EXAMENSBEVISETS BENÄMNING

Kvalificerad Yrkeshögskoleexamen

Kvalificerad tjänsteförsäljning

## 2. TRANSLATION OF DIPLOMA TITLE

Advanced Diploma in Higher Vocational Education

Qualified Service Sales

This translation has no legal status

## 3. SKILLS AND KNOWLEDGE PROFILE

### The holder of this document has

- Knowledge of how Sweden changed from an industrial society to a service society.
- Knowledge on current development in the field, and the changes to the traditional sales role from purchase impact to building customer relationships and long-term customer relations.
- Knowledge of employer demands when it comes to sales of qualified services.
- Skills in sales technique and qualified service sales.
- Skills in customer psychology, marketing and prospect work.
- Skills in business English and business Swedish.
- Skills in project management and writing business quotations.
- Skills in business administration, business law and calculation.
- Skills in presentation technique, negotiation and Office.
- Competence to execute qualified service sales of different services.
- Competence to build long-term relationships and develop the cooperation with a company's current and future customers.
- Competence to plan and implement the sales process according to a company's goals.
- Competence to take responsibility for the achievement of set sales goals.
- Competence to create professional presentations of the company's services.
- Competence to communicate and maintain relationships with coworkers and management in a company.
- Competence to draw up price and variable costing calculations.
- Competence to work independently, plan and execute tasks.
- Competence to work as part of a sales team and understand the importance of the individual contribution.
- Competence to run longer projects in order to reach closure and make deals that are profitable for the company.

## 4. PROFESSIONS AVAILABLE FOR HOLDERS OF THE DIPLOMA

Qualified service salesperson.

## 5. OFFICIAL STATUS OF THE DIPLOMA

<b>Name, status and address of the institution awarding the diploma</b>	<b>Name, status and address of the public authority issuing the entitlement to award a diploma to education providers</b>  The Swedish National Agency for Higher Vocational Education Postal Address: Box 145, S-721 05 Västerås www.myh.se
<b>Diploma Level (national or international designation)</b>  NQF/EQF: <i>scale not yet established</i> ISCED – scale:	<b>Grading Scale</b>  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		<b>weeks/years</b>
<p><b>Further information</b></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: <a href="http://www.myh.se">www.myh.se</a></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](http://www.cedefop.eu.int/transparency)

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