



APPENDIX TO DIPLOMA (*)



1. EXAMENSBEVISETS BENÄMNING

Kvalificerad Yrkeshögskoleexamen

Marknadsinriktad Företagssäljare

2. TRANSLATION OF DIPLOMA TITLE

Advanced Diploma in Higher Vocational Education

Marketing Oriented B2B Salesperson

This translation has no legal status

3. SKILLS AND KNOWLEDGE PROFILE

The holder of this document has

- Skills in working in a broad professional role including qualified sales and marketing work, management of business development on a product, department or company level and management of projects, departments or other units within a company.
- Competence in managing business that is in line with the company's business and operational plan.
- Skills in independently organising their own sales work, being able to evaluate target groups for company products and services, drawing up a sales plan, formulating and writing sales letters and contacting potential customers, in writing and by telephone
- Ability to carry out customer visits, presenting products and services and follow up on customer visits, by drawing up written sales or contract offers in accordance with the customer's wishes.
- Skills in negotiating an agreement with the customer and being able to close deals that follow commercial legislation.
- Ability to take responsibility for and lead short and long term business development processes in companies.
- Ability to assess and produce financial data in the form of various types of calculations, such as investment calculations, profit calculations and other marketing problems and to recommend solutions.
- Skills in carrying out market analyses, market planning and market monitoring and independently run activities and projects in line with the company marketing plan.
- Ability to analyse existing goods and services on offer in a company, make market evaluations and operational improvements.

4. PROFESSIONS AVAILABLE FOR HOLDERS OF THE DIPLOMA

B2B Salesperson, Sales Leader, Head of Sales, Head of Marketing, Market Assistant, Project Leader, Business Developer

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