



APPENDIX TO DIPLOMA (*)



Sweden

1. TITLE OF DIPLOMA

Kvalificerad yrkeshögskoleexamen

Marknadsinriktad Företagssäljare

SUN-kod: 341z

Företagsekonomi, handel, administration – Inköp, försäljning, distribution – Inköp, försäljning, distribution

2. TRANSLATION OF DIPLOMA TITLE

Higher Vocational Education Degree

Company Salesperson

SUN code: 341z

Business economics, Trade, Administration – Procurement, Sales, Distribution – Procurement, Sales, Distribution

This translation has no legal status.

3. SKILLS & KNOWLEDGE PROFILE

The holder of this document has

- Ability to act independently in business situations and carry through deals which are in line with the company's business and operational plan.
- Skills in organising his/her own sales work.
- Skills in valuing target groups for the company's products and services.
- Skills in devising a sales plan, formulating and writing sales letters as well as contacting potential customers in writing and on the telephone.
- Ability to carry out customer visits and present products and services as well as following up on customer visits.
- Skills in writing offers and sales offers in accordance with the customer's request.
- Skills in negotiating an agreement with the customer and eventually concluding an agreement which conforms to commercial law.
- Skills in managing and taking responsibility for short and long-term business development processes in a company.
- Ability to analyse the existing supply of a company, conduct market assessments in relation to competitors as well as propose and manage alternative strategies and improvements for operations.
- Skills in valuing and creating a financial basis for decision in the form of different types of calculations, such as capital investment appraisal, estimates of profitability and other profitability assessments.
- Ability to formulate and analyse marketing issues as well as provide proposals for solutions, conduct market analysis, market planning as well as knowledge of market coverage.

4. PROFESSIONS AVAILABLE TO THE HOLDER OF THE FINAL GRADE

Company Salesperson, Sales Coach, Sales Manager, Product In-Charge, Product Manager, Key Account Manager, Sales Project Manager

(*) Explanatory notes

The purpose of this document is to provide additional information to the mentioned degree and has no legal status in itself. It is based upon the Council's Resolution 93/C 49/01 of 3 December 1992 on the transparency of qualifications, on the Council's Resolution 96/C 224/04 of 15 July 1996 on transparency regarding vocational training certificates, and on the Recommendation of the European Parliament and the Council 2001/613/EG of 10 July 2001 on mobility within the EC for students, persons undergoing vocational training, volunteers, teachers and trainers.

More information on transparency can be obtained from: www.cedefop.eu.int/transparency

© European communities

5. OFFICIAL STATUS OF THE DIPLOMA

Name, status and address of the institution issuing the diploma	Name, status and address of the national authority issuing the entitlement to award a degree to education providers The authority for higher vocational training Swedish National Agency for Higher Vocational Education Postal Address: Box 145, S-721 05 Västerås www.yhmyndigheten.se
Diploma Level (national or international designation) NQF/EQF: <i>the scale has not yet been determined</i> ISCED – scale: 5 B	Grading Scale/Requirements for Pass Fail (Icke Godkänt - IG) Pass (Godkänt -G) Pass with Credit (Väl godkänt - VG)

6. OFFICIALLY RECOGNIZED WAYS OF OBTAINING A DIPLOMA

Description of vocational training received	Percentage of the entire course (%)	Duration (hours/weeks/months/years)
• School/Institution		weeks
• LIA - Learning in a work environment		weeks
Total education/course duration resulting in the certificate		weeks / year

Additional Information

A higher vocational education course may encompass 200 Yh credits which correspond to one year of full-time study, or 400 Yh credits which correspond to two years of full-time study. If the criteria in Chapter 2, Section 13 of the Ordinance (2009:130) on Higher Vocational Education is met a Higher Vocational Education Degree is awarded. If the criteria in Chapter 2, Section 14 of the Ordinance (2009:130) on Higher Vocational Education are met a Post-Secondary Higher Vocational Education & Training Degree is awarded.

Additional information on higher vocational education courses and the national training and qualification system may be found on the National Agency for Higher Vocational Education web site: www.yhmyndigheten.se