



APPENDIX TO DIPLOMA (*)



SWEDEN

1. EXAMENSBEVISETS BENÄMNING

Kvalificerad Yrkehögskoleexamen

Marknadsinriktad Företagssäljare

SUN-kod: 341z

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

2. TRANSLATION OF DIPLOMA TITLE

Advanced Diploma in Higher Vocational Education

Market-oriented Company salesperson

SUN code: 341z

Business administration, trade, administration – Purchasing, sales and distribution - Purchasing, sales and distribution

This translation has no legal status

3. SKILLS AND KNOWLEDGE PROFILE

The holder of this document has

- Skills to work independently in business situations and with transactions based on the company's business plans.
- Skills to independently plan sales work, evaluate customer groups, create a sales plan and contact potential customers by sales letters and telephone.
- Skills in implementing sales visits, writing quotations, negotiating agreements and concluding agreements that are legally correct.
- Knowledge of how short and long business development processes are created and managed.
- Skills in analyzing a company's current offers, carrying out market assessments and developing and running improvement work and strategies.
- Skills in working with profitability calculations, investment calculations, other cost-benefit calculations and producing documentation from them.
- Skills in analysing and formulating market analyses, marketing planning and market surveillance.

4. PROFESSIONS AVAILABLE FOR HOLDERS OF THE DIPLOMA

Company Salesperson, Marketer, Marketing Coordinator, Sales Coach, Sales Manager, Key Account, Sales-oriented Project Manager

(*) 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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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.yhmyndigheten.se
Diploma Level (national or international designation)	Grading Scale
NQF/EQF: <i>scale not yet established</i> ISCED – scale: 5b	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.yhmyndigheten.se