



## 1. Title of the certificate – Yrkeshögskoleexamen <sup>1</sup>

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Optikerassistent med säljkompetens

## 2. Translated title of the certificate – Higher Vocational Education Diploma <sup>2</sup>

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Optician's Assistant with sales competence

## 3. Knowledge, skills and competence profile

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The holder of the certificate has:

- Knowledge of industry-specific sales and marketing in optician's shops.
- Knowledge of sales tools for selling optical products.
- Knowledge of customer psychology and approach.
- Knowledge of all products in optician's shops, including glasses and contact lenses.
- Knowledge of frame selection.
- Knowledge of eyewear fashion, trends and style.
- Knowledge of marketing.
- Skills in selling and providing adequate information on glasses, contact lenses, optical products and services.
- Skills in a service-oriented customer approach in the shop and by telephone.
- Skills in initiating sales situations that provide the opportunity for a developing meeting with the customer.
- Skills in responding appropriately to different customer categories and ensuring that the customer feels secure in their choice of shop.
- Skills in conducting a dialogue with the customer regarding the products prescribed by licensed opticians and informing about their functions.
- Skills in guiding the customer from frame selection to end product.
- Skills in carrying out minor workshop work and repairs.
- Competence to be a stylist with an eye for body and style.
- Competence to market optical products in an honest and competent way to the customer.
- Competence to answer questions on optics and end products.
- Competence to provide qualified advice to the consumer in the purchase of personalised optical aids.
- Competence to determine the quality of the final product so that it is approved within the applicable standard.
- Competence to measure and check glass with a vertometer and understand the result
- Competence to settle complaints and spare parts orders.
- Competence to contact suppliers and order the products that the customer wants.

## 4. Range of occupations accessible to the holder of the certificate <sup>3</sup>

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Optician's Assistant with sales competence and Sales and Customer Adviser in the optics industry

<sup>1</sup> In the original language. | <sup>2</sup> If applicable. This translation has no legal status. | <sup>3</sup> If applicable.

## 1. Official basis of the certificate

Name and address of the awarding institution	Authority providing accreditation / recognition of the certificate
	The Swedish National Agency for Higher Vocational Education Box 145 721 05 Västerås, Sweden <a href="http://www.myh.se">www.myh.se</a>
Level of the certificate (national or European) <sup>1</sup>	Grading scale / Pass requirements
Level 5 in the National Qualifications Framework (SeQF) Level 5 in the European Qualifications Framework (EQF)	Fail (icke godkänt – IG) Pass (Godkänt – G) Pass with distinction (Väl godkänt – VG)
Access to next level of education / training <sup>1</sup>	International agreements on recognition of qualifications <sup>1</sup>
	The Higher Vocational Education Diploma requires a minimum of a Pass (Godkänt) in all courses.

### Legal basis

A Higher Vocational Education Diploma is awarded if the study programme comprises a minimum of 200 Higher Vocational Education credits (HVE credits). Five HVE credits correspond to one week of full-time studies.

## 2. Officially recognised ways of acquiring the certificate

Description of vocational education and training	Percentage of total programme (%)	Duration (/weeks)
College/education centre	%	weeks
Placement – learning in a work environment	%	weeks
Total duration of the education / training leading to the certificate		weeks

## 3. Additional information

### Entry requirements <sup>1</sup>

Entry requirement is successful completion of upper secondary education.

### More information (including a description of the national qualifications system)

For more information on higher vocational education, please visit the website of the Swedish National Agency for Higher Vocational Education: [www.myh.se](http://www.myh.se)

### National Europass Centre

[www.myh.se](http://www.myh.se)

<sup>1</sup> If applicable.