



CERTIFICATE SUPPLEMENT (*)



SWEDEN

1. CERTIFICATE TITLE

Yrkeshögskoleexamen

Säljare B2B M

2. TRANSLATION OF CERTIFICATE TITLE

Higher Vocational Education Diploma

B2B Sales Representative

This translation has no legal status.

3. SKILLS AND KNOWLEDGE PROFILE

The holder of this document has

- Knowledge of entrepreneurship, business ideas, organisations and decision-making processes.
- Knowledge of marketing and needs analysis, in addition to results and liquidity budgets, key figures and budgeting.
- Knowledge of product calculation and calculating ROI, in addition to business English.
- Knowledge of tender, contract and agreement legislation.
- Knowledge of purchasing and marketing laws and competition laws.
- Knowledge of material, consumer and immaterial laws.
- Skills to plan, implement and evaluate sales, marketing and project activities based on profitability and customer benefit.
- Skills to manage all stages of the sales process and implement customer prospecting, customer selection, needs analyses and sales dialogues.
- Skills to conduct strategic sales planning work based on management by objectives, sales targets and sales budgets.
- Skills to formulate and present offers tailored to the customer.
- Skills to use professional language and discussion techniques in both Swedish and international business relationships.
- Skills to conduct profitability calculations and create business-like customer offers.
- Competence to develop an entrepreneurial approach.
- Competence to conduct advanced sales and marketing tasks with specialisation in complex B2B sales on the Swedish and international markets.
- Competence to develop strategic and long-term customer relationship with comprehensive business-like responsibility.
- Competence to oversee planning, implementation and evaluation of sales and marketing activities and projects.
- Competence to analyse and evaluate different sales strategies and make well-founded proposals for complex decision-making and business situations.

4. PROFESSIONS AVAILABLE FOR THE HOLDER OF THE CERTIFICATE

B2B Sales, Sales Consultant, Account Manager and Key Account Manager

5. OFFICIAL STATUS OF THE CERTIFICATE

Name and address of the awarding institution	Name and address of the public authority issuing awarding entitlement to education providers
	The Swedish National Agency for Higher Vocational Education Box 145, 721 05 Västerås Sweden www.myh.se
Diploma level (national or international designation)	Grading scale
SEQF/EQF:	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 (weeks)
• College/education centre		weeks
• Placement – Learning in a work environment		weeks
Total teaching/study duration resulting in diploma		weeks
Further information		
The Higher Vocational Education Diploma requires a minimum of a Pass (Godkänt) in all courses. Five HVE credits correspond to one week of full-time studies.		
A Higher Vocational Education Diploma is awarded if the study programme comprises a minimum of 200 Higher Vocational Education credits (HVE credits).		
An Advanced Higher Vocational Education Diploma is awarded if the study programme comprises a minimum of 400 HVE credits, at least one quarter of programme time is spent on student placement, and the student has completed an independent project.		
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.myh.se		

(*) 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.

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