



CERTIFICATE SUPPLEMENT (*)



SWEDEN

1. CERTIFICATE TITLE

Kvalificerad Yrkeshögskoleexamen

Säljare B2B

2. TRANSLATION OF CERTIFICATE TITLE

Advanced Higher Vocational Education Diploma in

B2B Sales Representative

This translation has no legal status

3. SKILLS AND KNOWLEDGE PROFILE

The holder of this document has

- Knowledge of entrepreneurship, business concepts, organization, and decision-making processes.
- Knowledge of marketing, profit and liquidity budgets, product costing, cost-benefit calculation (ROI), and key performance indicators.
- Knowledge of contract law and tender practices.
- Knowledge of sales law, advertising law, and competition law, and of consumer and intellectual property rights.
- Knowledge of sales rhetoric and presentation techniques, sales calls, and needs analysis.
- Skills in planning, implementing and evaluating commercial sales-/marketing activities and projects based on the requirements of profitability and customer satisfaction.
- Skills in managing sales processes and implementing customer prospecting, customer sampling, and needs analyses.
- Skills in performing strategic sales planning based on management by objectives, sales targets, and sales quotas.
- Skills in formulating and presenting offerings based on the customer's specific needs.
- Skills in applying Swedish professional language and rhetorical skills, as well as in international business relations.
- Skills in performing cost-benefit calculations and in designing professional offers for the customer.
- Skills in applying methods and models in order to plan, implement, and evaluate sales and marketing strategies.
- Skills in budgeting, the drafting of tenders, and the negotiation of legally correct business agreements.
- Skills in establishing sales plans based on sales and marketing theories, models and concepts.
- Competence to independently perform skilled tasks within the field of sales and marketing, with specialization in complex B2B sales to domestic and international markets.
- Competence to develop strategic and long-term customer relationships with overall commercial responsibility.
- Competence to be responsible for the planning, implementation, and evaluation of sales and marketing activities and projects.
- Competence to independently and collaboratively analyze and evaluate different sales strategies and to provide well-founded proposals in complex decision-making processes and business situations.

4. PROFESSIONS AVAILABLE FOR THE HOLDER OF THE CERTIFICATE

Sales Representative B2B, 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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