

## 1. CERTIFICATE TITLE

**Kvalificerad Yrkeshögskoleexamen**

**Säljare B2B**

## 2. TRANSLATION OF CERTIFICATE TITLE

**Advanced Higher Vocational Education Diploma in**

**Sales Representative, B2B**

This translation has no legal status

## 3. SKILLS AND KNOWLEDGE PROFILE

### The holder of this document has

- Knowledge of sales, business acumen, and digital marketing & social selling.
- Knowledge of business English, business economics, and business law.
- Knowledge of marketing and project management.
- Skills in the different parts of the sales process and in carrying out customer prospecting, customer selection, needs analyses, sales calls and customer visits.
- Skills in designing activities, approaches and content, and in conducting analyses aimed at marketing and sales via digital channels and social media.
- Skills in planning, implementing and evaluating professional sales and marketing activities.
- Skills in budgeting and performing cost-benefit calculations, and in planning and implementing sales-/marketing activities and projects based on the requirements of profitability and customer satisfaction.
- Skills in communicating customer offers in a businesslike manner, in English, while demonstrating an understanding for cultural differences.
- Skills in drafting bids, negotiating, and entering into contracts that are in accordance with business law.
- Skills in establishing marketing and sales plans based on sales and marketing theories, models and concepts.
- Skills in performing strategic sales planning based on management by objectives, sales targets, and sales quotas.
- Competence to independently perform skilled tasks in industry/product neutral sales and marketing, with specialisation in complex B2B sales.
- Competence to develop strategic and long-term customer relationships with a focus on customer value and profitability.
- Competence to be responsible for the planning, implementation, and evaluation of sales and marketing activities and projects.
- Competence to independently and collaboratively analyse and evaluate different sales and marketing strategies and to provide well-founded proposals in complex decision-making processes and business situations related to sales.
- Competence to manage linguistic, legal and economic conditions to develop long-term and businesslike customer relationships.

## 4. PROFESSIONS AVAILABLE FOR THE HOLDER OF THE CERTIFICATE

Sales Representative B2B, Account Manager, Key Account Manager, Sales Consultant and Project and Sales Manager.

## 5. OFFICIAL STATUS OF THE CERTIFICATE

<b>Name and address of the awarding institution</b>	<b>Name and address of the public authority issuing awarding entitlement to education providers</b>
	The Swedish National Agency for Higher Vocational Education Box 145, 721 05 Västerås Sweden <a href="http://www.myh.se">www.myh.se</a>
<b>Diploma level (national or international designation)</b>	<b>Grading scale</b>
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		<b>weeks</b>
<b>Further information</b>		
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: <a href="http://www.myh.se">www.myh.se</a>		

### (\*) 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.

© European Communities, 2002