



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

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Säljare B2B

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

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B2B Salesperson

## 3. Knowledge, skills and competence profile

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The holder of the certificate has:

- Specialist knowledge of theoretical and practical sales, customer processing and customer care.
- Knowledge and overview of related professional and competence areas such as marketing, business administration and business law.
- Knowledge of work processes and quality criteria in theoretical and practical sales, customer processing and customer care.
- Skills in planning, performing and identifying resources to perform specialised tasks in sales, customer processing and customer care work.
- Skills in solving complex problems in sales, customer processing and customer care work.
- Skills in communicating commitments and solutions regarding sales, customer processing and customer care work in both Swedish and another language.
- Competence to independently handle theoretical and practical sales, customer processing and customer care in such a way as to lead to self-learning and development.
- Competence to monitor sales, customer processing and customer care work and to complete assigned projects.

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

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

<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<br>Box 145<br>721 05 Västerås, Sweden<br><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)<br>Level 5 in the European Qualifications Framework (EQF) | Fail (icke godkänt – IG)<br>Pass (Godkänt – G)<br>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.