



CERTIFICATE SUPPLEMENT (*)



SWEDEN

1. CERTIFICATE TITLE

Yrkeshögskoleexamen

Sales- & Marketing B2B

2. TRANSLATION OF CERTIFICATE TITLE

Higher Vocational Education Diploma

Sales- & Marketing B2B

This translation has no legal status.

3. SKILLS AND KNOWLEDGE PROFILE

The holder of this document has

- Knowledge of the different parts and methods of the sales process for sales management, negotiation techniques, sales communication, key customer processing, measurement methods and follow-up.
- Knowledge of financial terminology and methods for financial control.
- Knowledge of the role and conditions of companies in society, as well as different forms of company.
- Knowledge of the regulatory framework for trade within the EU and the rest of the world, of its development and of business cultures.
- Knowledge of project management.
- Knowledge of laws and agreements that affect different business conditions, business forms and employment.
- Knowledge of all parts of the sales process for sales management, negotiation techniques, sales communication, key customer processing, measurement methods and follow-up in the company's business development plan.
- Skills in performing studies and analyses that lead to well-founded and fact-based proposals.
- Skills in creating and concluding quotations and agreements at national and international level that are correct and in line with commercial law.
- Skills in understanding labour law in all its different parts.
- Skills in understanding entrepreneurial and business terminology, companies' financial governance and role in society, as well as evaluating and producing financial data for decision making.
- Competence to independently and professionally manage and adapt all parts of the sales process, create profitable business and satisfied long-term customers with a reflective approach.
- Competence to assess their own real competence in professional situations and cooperate with other types of expertise when necessary to create a good working climate that contributes to increased profitability and the development of individuals and groups.
- Competence to evaluate and develop financial data for decision making, create budgets and communicate and implement in operational operations.
- Competence to initiate, lead, evaluate and analyse different sales, project and business processes with well-founded and fact-based proposals for strategies based on the data available.

4. PROFESSIONS AVAILABLE FOR THE HOLDER OF THE CERTIFICATE

Corporate Salesperson, Salesperson B2B, Account Manager, Key Account Manager, Project and Sales Manager and Sales Consultant

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 note

This document is designed to provide additional information about the specified certificate and does not have any legal status in itself. The format of the description is based on the following texts: Council Resolution 93/C 49/01 of 3 December 1992 on the transparency of qualifications, Council Resolution 96/C 224/04 of 15 July 1996 on the transparency of vocational training certificates, and Recommendation 2001/613/EC of the European Parliament and of the Council of 10 July 2001 on mobility within the Community for students, persons undergoing training, volunteers, teachers and trainers.

More information available at: <http://europass.cedefop.europa.eu>

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