



APPENDIX TO DIPLOMA (*)



1. EXAMENSBEVISETS BENÄMNING

Yrkeshögskoleexamen

Strategisk säljare

2. TRANSLATION OF DIPLOMA TITLE

Diploma in Higher Vocational Education

Strategic Seller

This translation has no legal status.

3. SKILLS AND KNOWLEDGE PROFILE

The holder of this document has

- Knowledge of the different elements of sales operations: sales planning, the constituent parts of sales discussions, sales and negotiation techniques.
- Knowledge of what business intelligence entails and how factors in the market environment of an organisation can affect marketing decisions.
- Knowledge of core strategic concepts within marketing and different communication channels.
- Knowledge of the fundamentals of business finance, financial management and core business finance concepts.
- Skills in planning and carrying out sales work and sales processes in complex transactions from a holistic perspective. The student shall be able to direct operations towards more profitable clients and business.
- Skills in identifying, analysing and selecting suitable strategies for sales processes and business development based on business intelligence and the internal preconditions of organisations.
- Skills in producing product and investment calculations, income budgets and cash forecasts and interpreting profit and loss statements and balance sheets.
- Competence required to, directly after graduating, take on an operative role and work both independently and as part of a team as a business salesperson, taking major responsibility for developing the business on a strategic level.
- Competence to work in all types of companies/organisations and industries that are active in the sales field.
- Competence to manage operative and strategic duties in the sales field.
- Competence to independently run and develop different projects.

4. PROFESSIONS AVAILABLE FOR HOLDERS OF THE DIPLOMA

Business Seller, Sales Project Leader, Field Salesperson, Sales Manager, Key Account Manager

5. OFFICIAL STATUS OF THE DIPLOMA

Name, status and address of the institution awarding the diploma	Name, status and address of the public authority issuing the entitlement to award a diploma to education providers The Swedish National Agency for Higher Vocational Education Postal Address: Box 145, S-721 05 Västerås www.myh.se
Diploma Level (national or international designation) NQF/EQF: <i>scale not yet established</i> ISCED – scale:	Grading Scale 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 (hours/weeks/months/years)
• College/education centre		weeks
• Placement – Learning in a work environment		weeks
Total teaching/study duration resulting in diploma		weeks/years
<p>Further information</p> <p>A higher vocational programme may be of 200 vocational credits, equivalent to one full academic year, or 400 vocational credits, corresponding to two full academic years. If the criteria in Chapter 2, Section 13 of the Ordinance (2009:130) on higher vocational education are fulfilled, a Diploma in Higher Vocational Education is obtained. If the criteria in Chapter 2, Section 14 of the Ordinance (2009:130) on higher vocational education are fulfilled, an Advanced Diploma Higher Vocational Education is obtained.</p> <p>Entry requirement is successful completion of upper secondary education.</p> <p>For more information on higher vocational education, please visit the website of the Swedish National Agency for Higher Vocational Education: www.myh.se</p>		

(*) 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.

Further information on transparency and clarity may be obtained from: www.cedefop.eu.int/transparency

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