



CERTIFICATE SUPPLEMENT (*)



SWEDEN

1. CERTIFICATE TITLE

Yrkeshögskoleexamen

Strategisk försäljning

2. TRANSLATION OF CERTIFICATE TITLE

Higher Vocational Education Diploma

Strategic Sales

This translation has no legal status.

3. SKILLS AND KNOWLEDGE PROFILE

The holder of this document has

- Knowledge in preparing, developing and managing complex deals.
- Knowledge in efficient prospecting.
- Knowledge of the psychological sales process.
- Knowledge of the customer's purchasing process.
- Knowledge in pedagogy and leadership.
- Knowledge in strategies for complex sales.
- Knowledge in tactics and techniques at the negotiating table.
- Knowledge in product focusing and customer focusing.
- Skills in managing and closing long, complex sales processes.
- Skills in describing a key client's vision, goals and strategies.
- Skills in drawing up agreements and offers.
- Skills in understanding and applying different market strategies.
- Skills in managing projects and leading others.
- Competence to contribute to business development and growth in a company or organisation.
- Competence to carry out advanced needs analyses with the customer and then propose solutions in a convincing way.
- Competence to describe visions and goals and to develop strategic deals.
- Competence to work in a project organisation and to manage and develop business operations.

4. PROFESSIONS AVAILABLE FOR THE HOLDER OF THE CERTIFICATE

Sales Manager, Sales Coordinator, Sales Consultant, Head of Sales for products and services, 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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