

1. CERTIFICATE TITLE

Kvalificerad Yrkeshögskoleexamen

Teknisk försäljare B2B

2. TRANSLATION OF CERTIFICATE TITLE

Advanced Higher Vocational Education Diploma in

Technical Sales Representative B2B

This translation has no legal status

3. SKILLS AND KNOWLEDGE PROFILE

The holder of this document has

- Knowledge of concepts in business economics, and the ability to evaluate the economic consequences of different decisions, in addition to knowledge of basic sales economics conditions and consequences.
- Knowledge of basic corporate law.
- Knowledge of how a strategic level marketing plan is prepared, shaped and implemented.
- Knowledge of the different forms of IT-based assistance for optimising sales, how digital media and e-commerce are used in B2B sales.
- Knowledge of the significance of social and ethical consideration, sustainable sales and marketing development, and environmental matters.
- Knowledge of leadership within sales and the interaction between the individual, group and organisation.
- Knowledge of the special requirements and conditions placed on the sales of technical items, services and service solutions.
- Knowledge of the significance of globalisation on work and strategies within sales and marketing.
- Knowledge of what creates customer value in a product.
- Skills to react in a business-like and professional manner as a salesperson, and establish good national and international customer relationships.
- Skills in conducting customer and business intelligence analyses and use modern information technology as a support in work with sales and marketing.
- Skills to work with corporate marketing using different forms of media to strengthen the brand and build customer relationships.
- Skills to lead and develop creative and effective sales projects that pay consideration to customer benefit, customer understanding and customer service.
- Skills to create sales plans, calculate and budget sales tasks and campaigns, analyse customer needs and conduct financial calculations.
- Competence for marketing and selling goods and services on different markets and to different target groups, internationally, nationally and locally.
- Competence to run customer-oriented, target based sales work.

4. PROFESSIONS AVAILABLE FOR THE HOLDER OF THE CERTIFICATE

Technical corporate salesperson, Qualified salesperson, Marketer, Salesperson, Marketing 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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