



APPENDIX TO DIPLOMA (*)



1. EXAMENSBEVISETS BENÄMNING

Kvalificerad Yrkeshögskoleexamen

Teknisk försäljning

2. TRANSLATION OF DIPLOMA TITLE

Advanced Diploma in Higher Vocational Education

Technical Sales

This translation has no legal status

3. SKILLS AND KNOWLEDGE PROFILE

The holder of this document has

- Knowledge in B2B sales to technical industries.
- Knowledge of business development and marketing of technical products.
- Knowledge in strategy and objective work.
- Knowledge and skills in problem solving.
- Knowledge of the various parts of the sales process, business development, marketing, and follow-up of sales work.
- Knowledge and skills in establishing, maintaining and developing long-term customer relationships.
- Knowledge of sales methods and IT support, CRM.
- Knowledge of business law and business ethics, what laws and regulations that apply, ethical issues and guidelines.
- Skills in order to negotiate and sign contracts on the basis of existing laws, rules and ethical guidelines.
- Skills in business communication in English, both written and verbal.
- Skills in designing strategies and clear objectives.
- Skills in using tools for projects, planning and problem solving.
- Skills in managing business projects as a Project Manager.
- Skills in leading groups and understanding group dynamics and roles.
- Skills in calculating the profitability of various sales initiatives and to follow up the initiatives.

4. PROFESSIONS AVAILABLE FOR HOLDERS OF THE DIPLOMA

Business Seller, Project Manager, Account Manager, Technical Business Seller

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)	Grading Scale
NQF/EQF: <i>scale not yet established</i> ISCED – 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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