



APPENDIX TO DIPLOMA (*)



SWEDEN

1. EXAMENSBEVISETS BENÄMNING

Kvalificerad Yrkehögskoleexamen

Teknisk Säljare B2B

2. TRANSLATION OF DIPLOMA TITLE

Advanced Diploma in Higher Vocational Education

B2B Technical Sales Professional

This translation has no legal status

3. SKILLS AND KNOWLEDGE PROFILE

The holder of this document has

- Knowledge about the effects of various businesses on sustainable development.
- Knowledge about key account management, what it involves and the demands that are placed on a key account manager.
- Knowledge about how to develop their own personal leadership skills and about how their own leadership affects the development of the group.
- Knowledge of business English for the understanding and communication of common terms and expressions.
- Knowledge of the various elements that constitute the marketing process.
- Knowledge of sales finance, offer calculation and pricing.
- Knowledge about the legislation governing technical sales.
- Knowledge about how to maintain long-term business relationships.
- Proficiency in establishing and maintaining both verbal and written communication in an appropriate manner.
- The ability to conduct the various elements involved in technical sales, such as sales planning, sales methodology, sales calls etc., and to apply sales psychology at the appropriate time.
- The ability to adapt the sales technique to the target group.
- The ability to apply entrepreneurial thinking to all phases of the sales process.

4. PROFESSIONS AVAILABLE FOR HOLDERS OF THE DIPLOMA

B2B Sales Executive, Business Sales Executive, Key Account Manager, Sales Director, Sales Manager, Sales Supervisor

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

Further information

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.

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.

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

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