



# APPENDIX TO DIPLOMA (\*)



SWEDEN

## 1. EXAMENSBEVISETS BENÄMNING

Yrkeshögskoleexamen

Teknisk säljare

## 2. TRANSLATION OF DIPLOMA TITLE

Diploma in Higher Vocational Education

Technical Sales Professional

This translation has no legal status.

## 3. SKILLS AND KNOWLEDGE PROFILE

### The holder of this document has

- 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 about strategies for intercultural communication.
- Knowledge of the various elements that constitute the marketing process.
- Knowledge in carrying out market analyses, market planning and market monitoring.
- Knowledge of sales finance, offer calculation and pricing.
- Knowledge about how to maintain long-term business relationships.
- Knowledge of laws and regulations that govern marketing and sales.
- Skills to establish business documents in English and Swedish.
- The ability to apply sales and negotiation skills in various sales situations.
- The ability to conduct the various elements involved in technical sales, such as sales planning, sales methodology and sales calls.
- 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

Salesperson technical products, Sales manager, Key account manager, Regional sales manager

## 5. OFFICIAL STATUS OF THE DIPLOMA

<b>Name, status and address of the institution awarding the diploma</b>	<b>Name, status and address of the public authority issuing the entitlement to award a diploma to education providers</b>  The Swedish National Agency for Higher Vocational Education Postal Address: Box 145, S-721 05 Västerås www.myh.se
<b>Diploma Level (national or international designation)</b>  NQF/EQF: <i>scale not yet established</i> ISCED – scale:	<b>Grading Scale</b>  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		<b>weeks/years</b>
<p><b>Further information</b></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: <a href="http://www.myh.se">www.myh.se</a></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](http://www.cedefop.eu.int/transparency)

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