



1. TITLE OF THE CERTIFICATE (NL)

Diploma Beroepsonderwijs
Kwalificatie: Verkoopspecialist
Kwalificatiedossier: Advies en leiding in de verkoop

In the original language

2. TRANSLATED TITLE OF THE CERTIFICATE (EN)

Certificate Senior Secondary Vocational Education
Qualification: Sales specialist
Qualification file: Sales advise and supervision

This translation has no legal status

3. PROFILE OF SKILLS AND COMPETENCES

Core task 1: Takes care of the flow of goods and store presentation

- 1.1 Takes care of the receipt and storage of goods
- 1.2 Takes care of the shop presentation
- 1.3 Checks stock and suggests order proposals
- 1.4 Carries out promotional activities for (online) information systems

Core task 2: Optimises sales

- 2.1 Provides hospitality
- 2.2 Analyses the sales results and makes suggestions for improvements
- 2.3 Suggesting improvement proposals regarding the market position in the local market
- 2.4 Handles (online) requests, orders and/or customer complaints
- 2.5 Takes part in and/or leads the team meetings

Core task 3: Carries out sales and advice activities

- 3.1 Advises and carries out sales consultations
- 3.2 Makes articles/customizes products or makes them ready-to-use
- 3.3 Completes the sale
- 3.4 Closes up the payment system and takes care of it's administration
- 3.5 Suggests improvement proposals regarding the offer
- 3.6 Suggests improvement proposals regarding the store presentation and promotion

4. RANGE OF OCCUPATIONS ACCESSIBLE TO THE HOLDER OF THE CERTIFICATE

In most cases, the Sales specialist works in a small or medium-sized enterprise or chain store within the food and/or non-food sector. He usually works within a sales team led by a manager or entrepreneur. The sector and the specific position determine the emphasis in the task performance. The Sales specialist is characterized as a product specialist. He specializes in converting sales data into tailor made proposals to improve activities on the shop floor.

*** Explanatory note**

This document is designed to provide additional information about the specified certificate and does not have any legal status in itself. The format of the description is based on the following texts: Council Resolution 93/C 49/01 of 3 December 1992 on the transparency of qualifications, Council Resolution 96/C 224/04 of 15 July 1996 on the transparency of vocational training certificates, and Recommendation 2001/613/EC of the European Parliament and of the Council of 10 July 2001 on mobility within the Community for students, persons undergoing training, volunteers, teachers and trainers.

More information is available at: <http://www.europass.cedefop.europa.eu/>

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5. OFFICIAL BASIS OF THE CERTIFICATE

<p>Name and status of the body awarding the certificate The certificate issued on completion of the programme is signed by the examination board at the school where the pupil attended the programme.</p>	<p>Name and status of the national/regional authority providing accreditation/recognition of the certificate Ministry of Education, Culture and Science</p>																				
<p>Level of the certificate (national or international) Qualification level 3 of the Dutch VET qualification structure Characteristics: implementation of more than just the own block of tasks. The professional is able to account for his or her actions towards colleagues, and monitors and supervises the work of others. The range of tasks also includes drafting work preparation procedures. NLQF-niveau 3 - EQF level 3 - ISCED 3C</p>	<p>Grading scale / Pass requirements</p> <table style="border: none;"> <tr><td>10</td><td>excellent</td></tr> <tr><td>9</td><td>very good</td></tr> <tr><td>8</td><td>good</td></tr> <tr><td>7</td><td>very satisfactory</td></tr> <tr><td>6</td><td>pass</td></tr> <tr><td>5</td><td>fail</td></tr> <tr><td>4</td><td>unsatisfactory</td></tr> <tr><td>3</td><td>very unsatisfactory</td></tr> <tr><td>2</td><td>poor</td></tr> <tr><td>1</td><td>very poor</td></tr> </table>	10	excellent	9	very good	8	good	7	very satisfactory	6	pass	5	fail	4	unsatisfactory	3	very unsatisfactory	2	poor	1	very poor
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<p>Access to next level of education/professions The Sales specialist can develop within VET-education and the retail trade labour market to become a Manager retail trade, level 4 or Entrepreneur retail trade, level 4.</p>	<p>International agreements Sales specialist is not a regulated profession in the Netherlands. However, the education and training for this profession on qualification level 3 is regulated under the European directive 2005/36/EC, amended by directive 2013/55/EU. The regulated education and training gives access to regulated professions at the level of a diploma according to article 11 of this directive.</p>																				
<p>Legal basis Act on Vocational Education and Training (WEB), registered number of qualification (crebo): 25155 The education and training for this qualification is offered as of 01-08-2015.</p>																					

6. OFFICIALLY RECOGNISED WAYS OF ACQUIRING THE CERTIFICATE

<p>Senior secondary vocational education features two learning pathways: the school-based pathway (bol) and the training on the job pathway (bbl). In the school-based pathway, the majority of the course consists of theory at school. The extent of the practical component (vocational practice) is between 20% and 60%. In the training on the job pathway, the extent of vocational practice is at least 60% of the course. The participant works four days a week in a training company, and attends school for theory subjects just one day a week. In principle it is possible to follow both learning pathways, but which pathway is offered will depend on the individual educational institution.</p>	
<p>Average duration of the education/ training leading to the certificate</p>	<p>3 years (4800 study hours) (depending on previous education)</p>
<p>Entry requirements The certificate preparatory vocational secondary education (vmbo) advanced vocational programme, combined programme, or theoretical programme, or a comparable level.</p>	

7. ADDITIONAL INFORMATION

<p>Dutch senior secondary VET is based on qualification files, that each contain one or more qualifications. The information included in part 3 and 4 is derived directly from the qualification file determined by the Minister of Education, Culture and Science. The complete qualification file can be found at kwalificaties.s-bb.nl, only in Dutch.</p> <p>Optional subjects are linked to the qualification. The optional subjects have a total size of 15% of the course duration. The optional subjects completed by the student are listed on the certificate.</p> <p>Additional information, including a description of the Dutch national qualifications system, is available at the Netherlands National Reference Point (NRP): www.s-bb.nl. The NRP is the information centre for vocational qualifications in the Netherlands. SBB has been appointed in this capacity by the Ministry of Education, Culture and Science.</p>
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