



## 1. TITLE OF THE CERTIFICATE (NL)

**Diploma Beroepsonderwijs**  
**Kwalificatie: Vertegenwoordiger**

In the original language

## 2. TRANSLATED TITLE OF THE CERTIFICATE (EN)

**Certificate Senior Secondary Vocational Education**  
**Qualification: Sales representative**

This translation has no legal status

## 3. PROFILE OF SKILLS AND COMPETENCES

The most important duties of a Sales representative are:

The Sales representative has sales talks with (potential) customers, conducts marketing research, and acquisition activities. He advises customers, is service-oriented in the broadest sense and handles complaints. He is directed at optimal customer satisfaction rates and – for the medium long period – at optimal sales figures.

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

- Sales representative;
- Wholesale manager;
- District manager.

The Sales representative works in the sales/commercial department of a business enterprise.

## 5. OFFICIAL BASIS OF THE CERTIFICATE

<b>Name and status of the body awarding the certificate</b> The certificate issued on completion of the programme is signed by the examination board at the school where the pupil attended the programme.	<b>Name and status of the national/regional authority providing accreditation/recognition of the certificate</b> Ministry of Education, Culture and Science
<b>Level of the certificate (national or international)</b> 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 level 3 - EQF level 3 - ISCED 3C	<b>Grading scale / Pass requirements</b> 10 excellent 9 very good 8 good 7 very satisfactory 6 pass 5 fail 4 unsatisfactory 3 very unsatisfactory 2 poor 1 very poor
<b>Access to next level of education/professions</b> With a diploma at qualification level 3, transfer is possible to a course at qualification level 4.	<b>International agreements</b> The profession of Sales representative is not regulated in the Netherlands. However the education and training for this profession on qualification level 3 is regulated

## \* 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

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.

##### **Legal basis**

Act on Vocational Education and Training (WEB), registered number of qualification (crebo): 10012

#### 6. OFFICIALLY RECOGNISED WAYS OF ACQUIRING THE CERTIFICATE

Senior secondary vocational education features two learning pathways: the school-based pathway (bol) and the training on the job pathway (bbi).

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.

**Average duration of the education/ training leading to the certificate**

**3 year(s) (4800 study hours) (depending on previous education)**

##### **Entry requirements**

The certificate preparatory vocational secondary education (vmbo) advanced vocational programme, combined programme, or theoretical programme, or a comparable level.

#### 7. ADDITIONAL INFORMATION

Additional information, including a description of the Dutch national qualifications system, is available at the Netherlands National Reference Point (NRP) for VET: [www.nlncrp.nl](http://www.nlncrp.nl)

SBB has been appointed by the Ministry of Education, Culture and Science as NRP.