



1. TITLE OF THE CERTIFICATE (NL)

Diploma Beroepsonderwijs
Kwalificatie: Commercieel medewerker buitendienst
Kwalificatiedossier: Commercieel medewerker

In the original language

2. TRANSLATED TITLE OF THE CERTIFICATE (EN)

Certificate Senior Secondary Vocational Education
Qualification: Commercial employee field service
Qualification file: Commercial employee

This translation has no legal status

3. PROFILE OF SKILLS AND COMPETENCES

The most important duties of a Commercial employee field service are:

Core task 1: Performs market research and draws up plans

- 1.1 Collects client, product and/or market information
- 1.2 Draws up an activity plan
- 1.3 Coordinates the execution of sales and account plans and evaluates these

Core task 2: Implements the sales track

- 2.1 Prepares the sales track/interview
- 2.2 Canvasses clients and/or orders
- 2.3 Performs product-oriented sales
- 2.4 Draws up offers and submits these
- 2.5 Negotiates with the client/account
- 2.6 Takes care of after sales

Core task 3: Builds relationships and maintains these

- 3.1 Indicates and handles complaints
- 3.2 Performs promotional activities
- 3.3 Actively maintains contact with clients

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

The Commercial employee field service works both in small and medium companies (SME) and in large companies.

5. OFFICIAL BASIS OF THE CERTIFICATE

| | |
|---|--|
| 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. | Name and status of the national/regional authority providing accreditation/recognition of the certificate Ministry of Education, Culture and Science |
| Level of the certificate (national or international) | Grading scale / Pass requirements |

* 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/>

© European Communities 2002 - Version 2010

| 5. OFFICIAL BASIS OF THE CERTIFICATE | |
|---|---|
| <p>Qualification level 3 of the Dutch VET qualification structure</p> <p>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.</p> <p>NLQF level 3 - EQF level 3 - ISCED 3C</p> | <p>10 excellent</p> <p>9 very good</p> <p>8 good</p> <p>7 very satisfactory</p> <p>6 pass</p> <p>5 fail</p> <p>4 unsatisfactory</p> <p>3 very unsatisfactory</p> <p>2 poor</p> <p>1 very poor</p> |
| <p>Access to next level of education/professions</p> <p>The certificate Commercial employee field service gives access to a middle-management or specialist programme (qualification level 4).</p> <p>On the labour market, the function of Commercial employee field service can be a step towards a higher sales function, such as sales manager or (junior) account manager and sometimes to (commercial) functions in the field of marketing, communication and/or in banking and Insurance. Another vertical move up might be the function of export assistant office service and branche manager wholesale trade (in wholesale and international trade). A horizontal development possibility is the function of commercial employee office service.</p> | <p>International agreements</p> <p>The profession of Commercial employee field service is not regulated 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</p> <p>Act on Vocational Education and Training (WEB), registered number of qualification (crebo): 90113</p> <p>The education and training for this qualification is offered as of August 1, 2008.</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).</p> <p>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.</p> <p>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 year(s) (4800 study hours) (depending on previous education)</p> |
| <p>Entry requirements</p> <p>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 in section 3 and 4 is drawn directly from the qualification file, that is composed by the Centre of Expertise. The complete qualification file is available at www.kwalificatiesmbo.nl, only in Dutch.</p> <p>Additional information, including a description of the Dutch national qualifications system, is available at the Netherlands National Reference Point (NRP) for VET: www.nlnrp.nl</p> <p>SBB has been appointed by the Ministry of Education, Culture and Science as NRP.</p> |