



1. TITLE OF THE CERTIFICATE (NL)

**Diploma Beroepsonderwijs
Kwalificatie: Verkoopchef**

In the original language

2. TRANSLATED TITLE OF THE CERTIFICATE (EN)

**Certificate Senior Secondary Vocational Education
Qualification: Head of sales**

This translation has no legal status

3. PROFILE OF SKILLS AND COMPETENCES

The most important duties of a Head of sales are:

The Head of sales supervises and coordinates all activities within the department aimed at optimising goods, customer and money flows. If necessary, he also carries out sales and presentation activities himself. The Head of sales is responsible for turnover for a number of product groups. He is therefore required to take decisions in respect of the composition, presentation and promotion of his product range. He orders articles, determines where articles should be placed and specifies which sales promotion activities should be undertaken. Another important aspect that receives his attention is the prevention of theft and loss. He is in charge of the employees in his department and is responsible for human resources policy. He supervises, monitors and evaluates the personnel, organises training and carries out consultations. To ensure sufficient staffing, he recruits and selects new personnel. The Head of sales translates the company policy for his department. He analyses the result of his department and issues budgetary proposals to the management of the company. He contributes ideas on the service, human resources, purchasing and sales policy of the company, and submits proposals on the structuring of his department.

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

Head of sales

5. OFFICIAL BASIS OF THE CERTIFICATE

Name and status of the body awarding the certificate	Name and status of the national/regional authority providing accreditation/recognition of 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.	Ministry of Education, Culture and Science
Level of the certificate (national or international)	Grading scale / Pass requirements
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	10 excellent 9 very good 8 good 7 very satisfactory 6 pass 5 fail 4 unsatisfactory 3 very unsatisfactory

* 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	
	2 poor 1 very poor
Access to next level of education/professions With a diploma at qualification level 3, transfer is possible to a course at qualification level 4.	International agreements The profession of Head of sales 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.
Legal basis Act on Vocational Education and Training (WEB), registered number of qualification (crebo): 10847	

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