



### 1. Title of the certificate – Yrkeshögskoleexamen <sup>1</sup>

---

Sales Engineer – Electrical and Automation

### 2. Translated title of the certificate – Higher Vocational Education Diploma <sup>2</sup>

---

Sales Engineer – Electrical and Automation

### 3. Knowledge, Skills and Competence Profile

---

The holder of the certificate has:

**Knowledge of:** Specialized knowledge in electrical systems, automation systems, electrical components, and their functions. Reading technical drawings, drilling, threading, soldering, crimping, as well as economics, including cost calculation and business economics. Related fields such as robotics (how robots function and interact in a system) and psychology (behavior and behavior management in sales contexts). **Programming/communication:** methods, product communication, common interfaces/protocols. **Marketing:** target group analysis, segmentation, marketing channels, and sales, including sales techniques, argumentation, and CRM systems.

**Skills in:** Planning, performing, and identifying resources for specialized tasks such as reading dimensioned drawings and electrical schematics (DC/AC and three-phase), selecting appropriate voltage levels, and interpreting integrated system schematics. Performing cost calculations and balance sheets, formulating pricing and marketing messages, and choosing marketing channels based on target groups. Solving complex programming/communication problems using methods that interact through common interfaces/protocols, and managing various communication protocols. Using CRM systems and analyzing their impact on sales and company economics, as well as applying sales techniques including negotiation and argumentation. Communicating commitments and solutions in a professional or academic context in both Swedish and English, interpreting symbols, functions, and technical data related to electrical/automation components, and engaging customers based on personality types in sales conversations.

**Competence to:** Independently carry out connections involving automation/electrical components, including pneumatics, sensors, linear and motor systems. Program robots and integrate them into systems comprising electrical/automation components. Independently program PLCs and microcontrollers, integrate PLCs with electrical/automation systems, and develop standard industrial applications that support continued learning and professional development. Oversee work or study tasks and complete assigned projects in economics, including independently preparing price calculations, income statements, and balance sheets, and demonstrating their impact on business profitability. Apply specialized knowledge to develop target group analyses and market segmentation, and to choose the right marketing channel and message.

### 4. Range of occupations accessible to the holder of the certificate <sup>3</sup>

---

Technical Sales Representative

<sup>1</sup> In the original language. | <sup>2</sup> If applicable. This translation has no legal status. | <sup>3</sup> If applicable.

## 5. Official basis of the certificate

### Name and address of the awarding institution

Lernia Utbildning AB  
Box 446  
101 28 Stockholm

### Authority providing accreditation / recognition of the certificate

The Swedish National Agency for Higher Vocational Education  
Box 145  
721 05 Västerås, Sweden  
[www.myh.se](http://www.myh.se)

### Level of the certificate (national or European) <sup>1</sup>

Level 5 in the National Qualifications Framework (SeQF)  
Level 5 in the European Qualifications Framework (EQF)

### Grading scale / Pass requirements

Fail (icke godkänt – IG)  
Pass (Godkänt – G)  
Pass with distinction (Väl godkänt – VG)

### Access to next level of education / training <sup>1</sup>

### International agreements on recognition of qualifications <sup>1</sup>

The Higher Vocational Certificate requires a minimum of a Pass (Godkänt) in all courses.

### Legal basis

A Higher Vocational Education Certificate is awarded if the study programme comprises a minimum of 200 Higher Vocational Education credits (HVE credits). Five HVE credits correspond to one week of full-time studies.

## 6. Officially recognised ways of acquiring the certificate

Description of vocational education and training	Percentage of total programme (%)	Duration (/weeks)
College/education centre	75 %	60 weeks
Placement – learning in a work environment	25 %	20 weeks
Total duration of the education / training leading to the certificate		80 weeks

## 7. Additional information

### Entry requirements <sup>1</sup>

Entry requirement is successful completion of upper secondary education.

### More information (including a description of the national qualifications system)

For more information on higher vocational education, please visit the website of the Swedish National Agency for Higher Vocational Education: [www.myh.se](http://www.myh.se)

### National Europass Centre

[National Europass Centres | Europass](#)

<sup>1</sup> If applicable.