

1. TITLE OF THE CERTIFICATE (ES)

**Certificado de Profesionalidad de nivel 3 en
COMT0411 GESTIÓN COMERCIAL DE VENTAS**

2. TRANSLATED TITLE OF THE CERTIFICATE (EN)

**Professional Certificate Level 3 in
COMT0411 SALES MANAGEMENT
(This translation has no legal status)**

3. PROFILE OF SKILLS AND COMPETENCES

The holder of this certificate will have acquired the **general competence** to organise, carry out and supervise the sales operations in direct contact with customers or through information and communication technologies, using English where necessary, coordinating the sales team and supervising the promotion, publicity and sales actions for products and services. This general competence is divided into the following **skills units** (UC):

- Obtain and process the information needed to define commercial strategies and actions (UC1000_3).
- Manage the sales force and coordinate the commercial team (UC1001_3).
- Sell products and/or services through different sales channels (UC0239_2).
- Organise and supervise promotional actions in the point of sale (UC0503_3).
- Communicate in English with an independent user level in commercial activities (UC1002_2).

The professional skills are acquired through the **learning outcomes** defined within the related Training Modules (MF):

- Commercial organisation (MF1000_3).
- Management of the sales force and commercial teams (MF0263_3).
- Sales operations (MF0239_2).
- Promotions in the Point of sale (MF0503_3).
- Professional English for commercial activities (MF1002_2).
- Practical training at the workplace in Sales management (MP0421)

(See legal basis for all learning outcomes information acquired by the holder of this Certificate in each MF).

As a reference the learning outcomes include in the Practical training at the workplace that complete and reinforce the learning outcomes acquired in the other training modules, are:

- Obtain, record and extract economic information and data from different operations, product portfolios and customers, using computer applications, guaranteeing their integrity, regular updating and storage, and their operational value in the organisation's decision-making.
- Prepare and complete the main administrative, commercial, accounting and tax documents used in sales activity.
- Carry out and close different types of sales operations, in person and remotely, with different types of customers, in both Spanish and English, and with different types of products and services, applying sales techniques that promote cordial relations of trust with the customers.
- Monitor operations, visits and customers contacted using commercial management system software and applying criteria of quality and continuous improvement to the sales service and optimisation of the external and internal sales force.
- Prepare promotional elements for the sales products available in the company for customers and commercial establishments, using the appropriate materials and equipment.
- Take part in the company's working processes, following the rules and instructions established at the workplace.

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

The holder of this certificate may work in the wholesale and retail trade sector, integrated and associate trade, commercial agencies and companies of any kind with sales departments: i.e. across all sectors of activity.

The most pertinent occupations and positions are:

- Specialist salesperson.
- Commercial agent.
- Sales representative, in general.
- Commercial representative in general.
- Shop manager.
- Salesperson not classified under another heading.
- Sales manager.
- Sales force manager.
- Telemarketing supervisor.

5. OFFICIAL BASIS OF THE CERTIFICATE

Name and status of the national/regional authority providing accreditation/recognition of the certificate

The Ministry of Employment and Social Security or the corresponding autonomous regional administration within the scope of its competence, in the name of the King. The certificate is valid throughout Spain.

Level of the certificate

The Professional Certificate Level 3 of the National Repertoire of Professional Certificates corresponds to level 4 of the International Standard Classification of Education (ISCED-P 2011).

The European Qualification Framework (EQF) level:

Grading scale/Pass requirements

The grading scale and pass level of the training modules are expressed on a scale of 0 to 10. The minimum score for a pass is 5 in every training module including a pass in the practical training at the workplace module.

The grading system is as follows:

- FAIL: 0 to 4.9
- PASS-SATISFACTORY: 5 to 6.9
- PASS-GOOD: 7 to 8.9
- PASS-EXCELLENT: 9 to 10

Access to next level of education/training

This Professional Certificate Level 3 gives access to Professional Certificate Level 3 within the same professional area and family.

For validation purposes, the educational authorities will recognise the professional module or modules of the VET diplomas corresponding to the skills units included in the training modules of this certificate.

Legal basis

Royal Decree 1694/2011 of 18 November, establishing three professional certificates in the professional family Trade and Marketing, which are included in the National Repertoire of Professional Certificates, and updating the professional certificate included as Annex II of Royal Decree 1377/2008 of 1 August. (Appendix III, Code: COMT0411).

6. OFFICIALLY RECOGNISED WAYS OF ACQUIRING THE CERTIFICATE

This certificate may be acquired by:

1. Training: Completion with a pass grade of the face-to-face or online training programme.
2. Recognition of the professional skills acquired through professional experience or non-formal training (prior learning): Completion of a process of skills evaluation and accreditation in all the skills units making up the

professional certificate.

3. Dual training: Completion of a training and apprenticeship contract, which may range from 1 year (or 6 months, if stipulated as such in the collective agreement) to 3 years, during which effective working time is combined with time dedicated to training under the training programme for the professional certificate.

The training method (number 1 above) requires successful completion of the training modules and the practical training at the workplace:

Description of vocational training received	Percentage of total programme (%)	Duration (hours)
Training modules	87	530
Practical training at the workplace	13	80
Total duration of training leading to the certificate		610

Entry/access requirements:

- *Bachiller* Diploma (upper secondary education); or
- Professional Certificate Level 2 in the same professional area.
- If neither of the above or higher certifications are held, a pass in the key skills tests.

Additional information: Professional certificates are instruments for official accreditation of the professional qualifications in the National Catalogue of Professional Qualifications for all economic activities, within the scope of the labour administration. The National Repertoire of Professional Certificates is divided into three qualification levels (Level 1, Level 2 and Level 3), and by sectors into 26 professional families and 102 professional areas. More information is available at: www.sepe.es

National Europass Centre: www.oapee.es

(*) **Explanatory note:** This document is designed to provide additional information about the specified certificate, but has no 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://europass.cedefop.eu.int>

Information on Professional Certificates of the Map of Qualifications and Vocational Training in Spain

