

1. TITLE OF THE CERTIFICATE (DE) ⁽¹⁾
Fachdiplom „Sales Professional in Retail“
⁽¹⁾ in original language

2. TRANSLATED TITLE OF THE CERTIFICATE (EN) ⁽²⁾
Professional Certificate “Sales Professional in Retail”
⁽²⁾ This translation has no legal status.

3. PROFILE OF SKILLS AND COMPETENCES
Holders of the Professional Certificate in Sales Professional in Retail are able to • define and implement operational processes in compliance with company-wide specifications, and ensure their proper execution, • organise, implement and ensure compliance with legal requirements for personal safety and goods security measures, and guarantee their effectiveness, • plan the budget for the branch and justify it internally within the corporation, • set sales and revenue targets in coordination with the company, regularly analyse them using key figures, and take measures where necessary or propose measures to headquarters to ensure profitability in the branch, • develop target-oriented solutions for inquiries and complaints, • plan, implement and evaluate the effectiveness of local marketing measures, taking into account target groups, the competitive situation and company-wide requirements, • carry out branch design and product presentation measures according to marketing strategy and sales psychology principles to meet company-wide requirements, • carry out active customer relationship management to acquire new customers and foster customer loyalty, • continuously check the effectiveness of operational processes, implement optimisation measures and propose improvements to the management, • regularly report to senior management on business development within the branch and on any challenges encountered, • plan staff deployment in compliance with labour law regulations and make personnel adjustments where necessary, • lead employees and managers within the branch in a goal-oriented manner, including in a technical, disciplinary and organisational respect, • train apprentices or ensure they are trained in accordance with legal requirements and company-wide training plans, • plan, coordinate and regularly check the quality and achievement of objectives of operational training and HR development measures (including apprenticeship training), both in terms of content and budget, • establish and further develop a values-based and sustainable leadership culture in line with company-wide requirements and • organise merchandise management to ensure availability, quality and profitability.

4. RANGE OF OCCUPATIONS ACCESSIBLE TO THE HOLDER OF THE CERTIFICATE ⁽³⁾
Holders of the Professional Certificate in Sales Professional in Retail can use this qualification to work in all sectors of brick-and-mortar retail (e.g. furniture retail, pharmacy retail, building materials retail, food retail).
⁽³⁾ if applicable

(*) Explanatory note

This document has been developed with a view to providing additional information on individual certificates; it has no legal effect in its own right. These explanatory notes refer to the Decision (EU) 2018/646 of the European Parliament and of the Council of 18 April 2018 on a common framework for the provision of better services for skills and qualifications (Europass).

More information on Europass is available at: <http://europass.cedefop.europa.eu> or www.europass.at

5. OFFICIAL BASIS OF THE CERTIFICATE	
Name and status of the body awarding the certificate The qualification certificate is issued by the higher VET validation and examination centres authorised to issue qualifications for the subject matter (a list of these centres can be downloaded from the Federal Ministry for Economy, Energy and Tourism BMWET website).	Name and status of the national/regional authority providing accreditation/recognition of the certificate Bundesministerium für Wirtschaft, Energie und Tourismus (Federal Ministry for Economy, Energy and Tourism)
Level of the certificate (national or international) NQF/EQF 6	Grading scale / Pass requirements Overall performance: Passed Failed The exam is considered “passed” if at least 60% of the total points are achieved. In the event of a negative assessment, it is possible to retake the oral examination six weeks after the last examination date at the earliest.
Access to next level of education/training ---	International agreements ---
Legal basis Regulation of the Extended Board of the Austrian Federal Economic Chamber concerning the introduction and acquisition of the Professional Certificate “Sales Professional in Retail” (Sales Professional – Validation and Examination Regulation)	

6. OFFICIALLY RECOGNISED WAYS OF ACQUIRING THE CERTIFICATE
Approval for examination and validation in accordance with Section 2 of Sales Professional – Validation and Examination Regulation: Admission to the final examination can be obtained through one of three options: • Option 1: Completion of the Extended Professional Qualification Sales Expert in Retail AND at least two years of subsequent professional experience in a management position in the retail sector, working an average of at least 4 days per week • Option 2: A qualification-related certificate assigned to at least NQF Level 4 AND at least three years of subsequent professional experience in a management position in the retail sector, working an average of at least 4 days per week • Option 3: A non-qualification-related certificate assigned to at least NQF Level 4 AND at least four years of subsequent professional experience in a management position in the retail sector, working an average of at least 4 days per week
Additional information: Qualifications: Graduates are entitled to use the title “Professional Certificate” in private and business correspondence. Further information on higher vocational education and training: https://www.bmwet.gv.at/Themen/Lehre-und-Berufsausbildung/HBB-Gesetz.html More information (including a description of the national qualification system) is available at: www.zeugnisinfo.at and www.edusystem.at National Europass Centre: europass@oead.at Ebendorferstraße 7, A-1010 Vienna; Tel. + 43 1 53408-684