

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

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

3. PROFILE OF SKILLS AND COMPETENCES
Holders of the Advanced Professional Certificate in Sales Manager in Retail are able to • ensure compliance with company-wide standards (including operational procedures, safety and hygiene measures) as well as legal requirements, • support branch managers to help them achieve company-defined targets through appropriate supervision, • responsibly contribute to the strategic development of existing locations and to expansion projects, • plan the budget for their regional area of responsibility and justify it to management, • analyse key figures within their field, adapt them to the framework conditions and initiate effective counter measures in the event of deviations, • conduct regional market and competitor analyses and derive strategic measures to improve positioning, visibility and talent acquisition, implementing them in coordination with management where necessary, • build and maintain strategic relationships with relevant actors and stakeholders to maximise business growth and customer satisfaction, • develop and implement security concepts across multiple branches, analyse their effectiveness and, if necessary, adapt them, • within the scope of their overarching responsibility, develop solutions to problems (e.g. with product quality defects, challenges with staff) in coordination with the relevant departments, take charge of crisis management and suggest preventive measures for the future, • regularly report to senior management on business development within their field and on any challenges encountered, • plan staffing requirements for managers within their field and make personnel adjustments where necessary, • accompany and support managers in their professional development, • identify employee potential based on feedback from branch managers and promote this in a targeted manner, • strategically manage staff resources across multiple branches and develop solutions across different locations where there are staffing shortages, • make responsible and legally compliant decisions on complex HR matters, where necessary in coordination with the appropriate locations, • systematically analyse HR management key figures (e.g. employee turnover rates, succession needs and management availability) and derive strategic staff decisions from these analyses.

4. RANGE OF OCCUPATIONS ACCESSIBLE TO THE HOLDER OF THE CERTIFICATE ⁽³⁾
Holders of the Advanced Professional Certificate in Sales Manager 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 7	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 Advanced Professional Certificate “Sales Manager in Retail” (Sales Manager – Validation and Examination Regulation)	

6. OFFICIALLY RECOGNISED WAYS OF ACQUIRING THE CERTIFICATE
Approval for examination and validation in accordance with Section 2 of Sales Manager – Validation and Examination Regulation: Admission to the final examination can be obtained through one of three options: • Option 1: Completion of the Professional Certificate Sales Professional in Retail AND at least 4 years of subsequent professional experience in a branch 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 five years of subsequent professional experience in a branch 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 six years of subsequent professional experience in a branch 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 “Advanced 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