

1. TITLE OF THE CERTIFICATE (DE)

**Zeugnis über die Prüfung zum anerkannten Fortbildungsberuf
Geprüfter Fachwirt/Geprüfte Fachwirtin für Vertrieb im Einzelhandel**

2. TRANSLATED TITLE OF THE CERTIFICATE (EN)

**Certificate on completion of the recognized further training examination for
Certified senior clerk for sales in retailing**

This translation has no legal status.

3. PROFILE OF SKILLS AND COMPETENCES

- Deliver and promote customer and service orientation in sales operations
- Analyse and assess the impact of retail-relevant market developments on sales
- Prepare and implement customer-oriented, cost-effective sales strategies and solutions
- Design, implement and analyse marketing strategies for different types of retail businesses
- Evaluate, select and use visual merchandising instruments
- Manage sales using indicators
- Control inventory management and manage product range
- Cooperate with business partners and internal corporate divisions, ensure customer and service-oriented communication
- Implement customer service policies
- Manage human resources and support professional development
- Organize and implement vocational training
- Implement changes in work organization
- Implement quality management in sales and promote sustainability

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

Certified senior clerks for sales in retailing work as managers in various types of trading firms of different sizes and with different product ranges. They perform skilled sales tasks and discharge complex planning, managerial, organizational and supervisory functions independently and responsibly using business and human resources management tools. In particular they manage goods and data flows and provide relevant instruction for staff.

(*) Explanatory notes

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 on transparency is available at: www.cedefop.eu.int/transparency

5. OFFICIAL BASIS OF THE CERTIFICATE

<p>Name and status of the body awarding the certificate Chamber of Industry and Commerce (<i>Industrie- und Handelskammer, IHK</i>)</p>	<p>Name and status of the national/regional authority providing accreditation/recognition of the certificate Chamber of Industry and Commerce</p>
<p>Level of the certificate (national or international) ISCED 2011 Level 6 These qualifications are referenced to level 6 of both the German and the European Qualifications Framework (DQR, EQF); see www.dqr.de/content/2316.php.</p>	<p>Grading scale/Pass requirements (**) 100 - 92 points = 1 = excellent 91 - 81 points = 2 = good 80 - 67 points = 3 = average 66 - 50 points = 4 = pass 49 - 30 points = 5 = poor 29 - 0 points = 6 = fail The candidate passed all examinations required for the completion of further training.</p>
<p>Access to next level of education and training The further training examination gives access to the next level of qualifications</p> <ul style="list-style-type: none"> • Certified business economist under the Vocational Training Act (<i>Geprüfter Betriebswirt/Geprüfte Betriebswirtin, BBiG</i>) • Certified business economist under the Crafts Code (<i>Geprüfter Betriebswirt/Geprüfte Betriebswirtin, HwO</i>) • Certified vocational training specialist (<i>Geprüfter Berufspädagoge/Geprüfte Berufspädagogin</i>) <p>as well as access to advanced programmes in higher education.</p>	<p>International agreements</p>
<p>Legal basis Regulations governing the recognized further training examination for certified senior clerk for sales in retailing of 13 May 2014 (BGBl. I p. 527)</p>	

6. OFFICIALLY RECOGNIZED WAYS OF ACQUIRING THE CERTIFICATE

<p>The certificate is acquired by passing the examination administered by the body mentioned in section 5 above. Before sitting the examination, candidates must furnish proof of</p> <ol style="list-style-type: none"> 1. Successful completion of a three-year course of training for a recognized commercial occupation in retailing under the Vocational Training Act, followed by at least one year of relevant practical work or 2. Successful completion of training as sales assistant (<i>Verkäufer/Verkäuferin</i>) or a three-year training course for another recognized commercial-administrative occupation, followed by at least two years of relevant practical work or 3. Award of at least 90 ECTS credits in a business management study course and at least two years of relevant practical work or 4. At least five years of relevant practical work or 5. Relevant skills and competences.
<p>Additional information The skills and competences of which proof is to be furnished in the further training examination are usually acquired during many years of practical work and within the framework of education measures. Courses are offered in preparation for the examination; their duration and content are geared to the different specialist and managerial tasks. Translations of the certificate can be obtained from the body mentioned in section 5 above.</p>

()Note**

Simplified grading scale; for official grading scale see Sixth Ordinance Amending Further Training Examination Regulations of 9 December 2019 (Federal Law Gazette Part I, p. 2153)