



1. TITLE OF THE CERTIFICATE (DE) (1)

**Abschlussprüfung im staatlich anerkannten Ausbildungsberuf
Servicefachkraft für Dialogmarketing**

(1) in original language

2. TRANSLATED TITLE OF THE CERTIFICATE (EN)(1)

**Final examination in the state-recognized training occupation Commercial agent in
dialogue marketing**

(1) This translation has no legal status.

3. PROFILE OF SKILLS AND COMPETENCES

- Communicate and correspond with clients and customers whilst using information and communications systems
- Process customer enquiries, orders and complaints
- Analyse requirements, advise customers and offer customer-specific solutions
- Present and sell products and services in a customer-oriented manner
- Actively make contact with potential customers and interested parties
- Assist in the preparation of projects, carry out projects working in a team and document project results
- Accord due consideration to key statistical data and indicators for project controlling
- Use databases, manage and secure data
- Apply relevant legal, data protection and safety regulations.

4. RANGE OF OCCUPATIONS ACCESSIBLE TO THE HOLDER OF THE CERTIFICATE (1)

Service specialists in dialogue marketing work in call centres, in service centres operated by industrial, commercial and service companies and in other organisational units where dialogue plays a key role.

(1) if applicable

(*) **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.europass.cedefop.eu.int/transparency

5. OFFICIAL BASIS OF THE CERTIFICATE

<p>Name and status of the body awarding the certificate</p> <p>Chamber of Industry and Commerce</p>	<p>Name and status of the national/regional authority providing accreditation/recognition of the certificate</p> <p>Chamber of Industry and Commerce</p>
<p>Level of the certificate (national or international)</p> <p>ISCED 3B German Qualifications Framework (DQR) level 3 (alignment is preliminary pursuant to "German Qualifications Framework for Lifelong Learning" - German EQF - Referencing report of 15 November 2012). Published by: Federal Ministry of Education and Research (BMBF), Berlin and Bonn; Standing Conference of the Ministers of Education and Cultural Affairs of the Länder in the Federal Republic of Germany (Conference of the Ministers of Education and Cultural Affairs - KMK), Berlin)</p>	<p>Grading scale / Pass requirements</p> <p>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</p> <p>A total of at least 50 grade points are required to pass the examination.</p>
<p>Access to next level of education / training</p> <p>Dialogue marketing services manager</p>	<p>International agreements</p> <p>In the field of vocational training, joint declarations on the comparability of qualifications obtained in the respective vocational training systems have been signed on the basis of bilateral agreements concluded between Germany and France and between Germany and Austria.</p>
<p>Legal basis Ordinance on Initial Vocational Education and Training in the Occupation of Commercial agent in dialogue marketing of 05/23/2006 (Federal Law Gazette, Part I, p 1238) Resolution of the Standing Conference of the Ministers of Education and Cultural Affairs of the Länder in the Federal Republic of Germany, KMK, of 08.03.2006), (Federal Gazette, No 166a of 02.09.2006)</p>	

6. OFFICIALLY RECOGNISED WAYS OF ACQUIRING THE CERTIFICATE

<p>Final examination administered by the competent body:</p> <ol style="list-style-type: none"> 1. after completion of dual training in a company and at part-time vocational school (normal procedure) 2. after retraining in a recognized training occupation 3. as an external examination for working people without formal vocational qualifications or persons who have been trained at full-time vocational schools or other vocational training institutions
<p>Additional information</p> <p>Entry requirements: Entry requirements are not governed by legislation; as a rule, young people are admitted after completing (nine or ten years of) general education.</p> <p>Duration of training: 2 years.</p> <p>Training in the "dual system": Teaching of the knowledge, skills and competences needed for an occupation is based on the typical requirements of work and business processes and prepares the trainees for a specific job. The training is provided in a company and at part-time vocational school: In the company, the trainees acquire practical skills in a real working environment. On one or two days per week, the trainees attend part-time vocational school, where they are taught general and vocational knowledge related to their training occupation.</p> <p>More information is available at: www.berufenet.arbeitsagentur.de</p> <p>National Europass Centre www.europass-info.de</p>