

## 1. CERTIFICATE TITLE

Yrkeshögskoleexamen

Key Account Management

## 2. TRANSLATION OF CERTIFICATE TITLE

Higher Vocational Education Diploma

Key Account Manager

This translation has no legal status.

## 3. SKILLS AND KNOWLEDGE PROFILE

### The holder of this document has

- Knowledge of the importance of corporate law, such as writing tenders and agreements.
- Knowledge of the importance of communication in the sales process.
- Knowledge of project management in sales.
- Knowledge of business administration and profitability calculations, budgeting and calculations.
- Knowledge of the importance of intelligence assessment has on corporate development.
- Knowledge of the importance of market planning and business development.
- Knowledge of key account manager sales and the importance of ethics and morals when working with key customers.
- Knowledge of business communication in English.
- Skills to plan and implement comprehensive sales projects.
- Skills to plan and implement profitability calculations and interpret and analyse financial reports and business ratios.
- Skills to implement competitive analyses.
- Skills to implement key customer strategies for the relevant actors.
- Skills to establish customer groups and analysis needs on the market.
- Skills to increase customer value by proposing positive changes for the customer and how to preserve customer networks.
- Skills to cultivate key customers and create customer teams.
- Competence to interpret and draw up legal agreements.
- Competence to develop trust-based relationships with a company's key customers.
- Competence to complete, follow-up and evaluate a sales project.
- Competence to plan for both internal and external profitability optimisation.
- Competence to analyse and take future actions based on competition analyses.
- Competence to analyse customer groups and needs on the market and propose future strategies.
- Competence to develop the business of an organisation aided by key customer strategies.
- Competence to run and manage key customer sales.

## 4. PROFESSIONS AVAILABLE FOR THE HOLDER OF THE CERTIFICATE

Key Account Manager

## 5. OFFICIAL STATUS OF THE CERTIFICATE

<b>Name and address of the awarding institution</b>	<b>Name and address of the public authority issuing awarding entitlement to education providers</b>
	The Swedish National Agency for Higher Vocational Education Box 145, 721 05 Västerås Sweden <a href="http://www.myh.se">www.myh.se</a>
<b>Diploma level (national or international designation)</b>	<b>Grading scale</b>
SEQF/EQF:	Fail (Icke godkänt - IG) Pass (Godkänt - G) Pass with Distinction (Väl godkänt - VG)

## 6. OFFICIALLY RECOGNISED MANNER OF OBTAINING THE DIPLOMA

Description of vocational education and training received	Per cent of whole programme (%)	Length (weeks)
• College/education centre		weeks
• Placement – Learning in a work environment		weeks
Total teaching/study duration resulting in diploma		<b>weeks</b>
<b>Further information</b>		
The Higher Vocational Education Diploma requires a minimum of a Pass (Godkänt) in all courses. Five HVE credits correspond to one week of full-time studies.		
A Higher Vocational Education Diploma is awarded if the study programme comprises a minimum of 200 Higher Vocational Education credits (HVE credits).		
An Advanced Higher Vocational Education Diploma is awarded if the study programme comprises a minimum of 400 HVE credits, at least one quarter of programme time is spent on student placement, and the student has completed an independent project.		
Entry requirement is successful completion of upper secondary education.		
For more information on higher vocational education, please visit the website of the Swedish National Agency for Higher Vocational Education: <a href="http://www.myh.se">www.myh.se</a>		

### (\*) Explanatory notes

This document is intended to provide additional information about the specified diploma and has no legal status in itself. It is based on Council Resolution 93/C No. 49/01 of 3 December 1992 on the transparency and clarity of qualifications, Council Resolution 96/C 224/04 of 15 July 1996 on the transparency and clarity of vocational education certificates, and the European Parliament and Council Recommendation 2001/613/EC of 10 July 2001 on mobility within the Union of students, persons undergoing vocational training, volunteers, teachers and educators.

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