



# CERTIFICATE SUPPLEMENT (\*)



SWEDEN

## 1. CERTIFICATE TITLE

Yrkeshögskoleexamen

Key Account Manager

## 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 prospecting and customer and prospect categorisation.
- Knowledge of project management and its central concepts, methods and models.
- Knowledge of spoken and written rhetoric and how to create motivational presentations in both Swedish and English.
- Knowledge of forms of corporate and financial analysis.
- Knowledge of the relevant negotiation processes.
- Knowledge of business legislation.
- Knowledge of public procurement, customer purchasing processes and creating purchasing processes.
- Skills to analyse projects and use project management tools.
- Skills in PEST and other methods in strategic intelligence studies.
- Skills in financial analysis, classification and central economic terms.
- Skills to analyse balance and result calculations.
- Skills to assess profitability and problems that affect financial position, results and profitability.
- Skills to plan, design and write professional reports.
- Skills to plan and implement business negotiations and market analyses.
- Competence to work in sales and key account management.
- Competence to oversee advanced sales and key account management tasks.
- Competence to create empirical supporting documents and situational analyses using materials collected.
- Competence to plan sales, oversee pipeline management and customer risk factors.
- Competence to evaluate potential key customers using customer and project categorisation.
- Competence to analyse customer groups and market needs.

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

Key Account Manager, Account Manager, Major Account Manager, Corporate Sales and Key Customer 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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