

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 the significance of business law such as when writing quotations and agreements.
- Knowledge of the importance of communication through rhetoric, presentation and negotiation techniques, as well as business communication in English.
- Knowledge of project management in sales, as well as insight into the importance of international analysis for the company's development, marketing planning and business development.
- Knowledge of business administration, profitability calculation, budgeting, calculation, as well as how profitability is created for both partners in the key account work.
- Knowledge of specific sales skills in KAM sales and the importance of ethics and morality in cooperation with key customers.
- Skills in writing quotations, agreements, mastering planning and performing profitability calculations, as well as being able to interpret and analyse financial reports and key figures.
- Skills in communicating verbally and in writing, by email, letter and making a presentation in English.
- Skills in increasing customer value, as well as understanding how to nurture customer networks and perform competition analyses.
- Skills in planning and developing strategies for key customers, working with customers and building customer teams.
- Competence to interpret and establish agreements based on legal aspects.
- Competence to use English in business contexts.
- Competence to analyse customer groups and market needs, as well as proposing future strategies and taking future-oriented measures based on competition analyses.
- Competence to understand and give suggestions on profitability calculation, as well as profitability optimisation for both the customer and the company.
- Competence to complete, follow up and evaluate a sales project, as well as developing trusting relationships with the company's key customers.

4. PROFESSIONS AVAILABLE FOR THE HOLDER OF THE CERTIFICATE

Key Account Manager

5. OFFICIAL STATUS OF THE CERTIFICATE

Name and address of the awarding institution	Name and address of the public authority issuing awarding entitlement to education providers
	The Swedish National Agency for Higher Vocational Education Box 145, 721 05 Västerås Sweden www.myh.se
Diploma level (national or international designation)	Grading scale
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		weeks
Further information		
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: www.myh.se		

(*) Explanatory note

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 available at: <http://europass.cedefop.europa.eu>

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