



1. Title of the certificate – Yrkeshögskoleexamen ¹

Key Account Manager

2. Translated title of the certificate – Higher Vocational Education Diploma ²

Key Account Manager

3. Knowledge, skills and competence profile

The holder of the certificate has:

- Knowledge of specific obstacles and success factors for working with key account management.
- Knowledge of how a key account manager works on prospecting and customer and prospect categorisation.
- Knowledge of project management and its key concepts and methods, as well as project management models.
- Knowledge of rhetoric in speech and writing and how to construct engaging presentations, both Swedish and English.
- Knowledge of business intelligence as part of strategic change work.
- Knowledge of business and accounting analysis in different types of companies.
- Knowledge of sales processes, demand levels, sales effectiveness and management of the customer's risk aspects, as well as leadership.
- Skills in analysing real projects in practice and using different types of project management tools.
- Skills in planning and performing selling presentations.
- Skills in engaging presentations in both Swedish and English.
- Skills in identifying and selecting key customers based on different parameters.
- Skills in performing a business intelligence analysis and developing different types of scenarios.
- Skills in constructing a financial analysis of a company, as well as classifying and using key financial terms.
- Skills in communicating commitments and solutions in the KAM field in both Swedish and English.
- Competence to work independently and in teams in the areas of sales and key account management in all types of companies and KAM organisations.
- Competence to take responsibility for qualified tasks in the areas of sales and key account Management.
- Competence to lead themselves and others and run various sales/customer projects independently or in teams at the company's key customers.
- Competence to independently produce empirical data and create a business intelligence analysis based on collected material.
- Competence to independently conduct sales planning and manage pipeline management and customers' risk aspects.
- Competence to value potential key customers using customer and prospect categorisation.
- Competence to analyse customer groups and needs in the market.

4. Range of occupations accessible to the holder of the certificate ³

Key Account Manager, Account Manager, Large Customer Manager, Corporate Salesperson and Key Customer Manager

¹ In the original language. | ² If applicable. This translation has no legal status. | ³ If applicable.

The Certificate supplement provides additional information about the certificate and does not have any legal status in itself. Its format is based on the Decision (EU) 2018/646 of the European Parliament and of the Council of 18 April 2018 on a common framework for the provision of better services for skills and qualifications (Europass) and repealing Decision No 2241/2004/EC.

1. Official basis of the certificate

Name and address of the awarding institution	Authority providing accreditation / recognition of the certificate
	The Swedish National Agency for Higher Vocational Education Box 145 721 05 Västerås, Sweden www.myh.se
Level of the certificate (national or European) ¹	Grading scale / Pass requirements
Level 5 in the National Qualifications Framework (SeQF) Level 5 in the European Qualifications Framework (EQF)	Fail (icke godkänt – IG) Pass (Godkänt – G) Pass with distinction (Väl godkänt – VG)
Access to next level of education / training ¹	International agreements on recognition of qualifications ¹
	The Higher Vocational Education Diploma requires a minimum of a Pass (Godkänt) in all courses.

Legal basis

A Higher Vocational Education Diploma is awarded if the study programme comprises a minimum of 200 Higher Vocational Education credits (HVE credits). Five HVE credits correspond to one week of full-time studies.

2. Officially recognised ways of acquiring the certificate

Description of vocational education and training	Percentage of total programme (%)	Duration (/weeks)
College/education centre	%	weeks
Placement – learning in a work environment	%	weeks
Total duration of the education / training leading to the certificate		weeks

3. Additional information

Entry requirements ¹

Entry requirement is successful completion of upper secondary education.

More information (including a description of the national qualifications system)

For more information on higher vocational education, please visit the website of the Swedish National Agency for Higher Vocational Education: www.myh.se

National Europass Centre

www.myh.se

¹ If applicable.