

1. CERTIFICATE TITLE**Yrkeshögskoleexamen****Säljare KAM****2. TRANSLATION OF CERTIFICATE TITLE****Higher Vocational Education Diploma in****Key Account Manager**

This translation has no legal status

3. SKILLS AND KNOWLEDGE PROFILE**The holder of this document has**

- Knowledge of strategic business, business integrity, analysis models and how to set up a KAM plan.
- Knowledge of key customers - how to identify and canvass them.
- Knowledge of the sales process from vision to tactical plans and project management toward set targets.
- Knowledge of establishing a businesslike and lasting customer relationship at management level.
- Knowledge of customer care and customer relationships and the role of marketing as a support function for sales work.
- Knowledge of economics.
- Knowledge of analysing key customer needs and how to present solutions that create customer value.
- Knowledge of quotations and agreements in Swedish and English.
- Knowledge of negotiation techniques, additional sales and mutual profitability for the company and customer (win-win).
- Skills in acting in a businesslike manner in strategic deals.
- Skills in making relevant intelligence analysis.
- Skills in the use of accepted analysis models and establishing a KAM plan.
- Skills in identifying key customers and establishing a businesslike and lasting customer relationship at the management level.
- Skills in planning sales work from vision to tactical plans and leading a small project group toward set targets.
- Skills in maintaining existing customer relationships and using marketing as a support function for sales work.
- Skills as a speaking partner in financial matters for key customers.
- Skills in analysing key customers' goals and needs and presenting solutions that create customer value.
- Skills in independently formulating quotations and agreements in Swedish and English.
- Skills in implementing successful negotiations, creating additional sales and mutual profitability (win-win).
- Competence to independently take an overall view of key customer's deals and to identify customer requirements in the short and the long term and create additional sales on the basis of a consultative approach.

4. PROFESSIONS AVAILABLE FOR THE HOLDER OF THE CERTIFICATE

Key Account Manager, Export sales, Sales 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 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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