



## 1. Title of the certificate – Yrkeshögskoleexamen <sup>1</sup>

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Technical Account Manager

## 2. Translated title of the certificate – Higher Vocational Education Diploma <sup>2</sup>

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Technical Account Manager

## 3. Knowledge, skills and competence profile

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The holder of the certificate has:

- Knowledge of the industry's laws and regulations.
- Knowledge of the industry's technical English.
- Knowledge of all stages of the sales process, as well as relevant sales tools for the professional role.
- Knowledge of project processes, structures, composition of the project group and project documentation.
- Knowledge of marketing channels, competitive analysis and customer segmentation.
- Knowledge of relevant technical solutions for the professional role.
- Skills in producing investment and profitability calculations, as well as sales budgets.
- Skills in handling and working in accordance with the laws and regulations that are relevant to the professional role.
- Skills in communicating verbally and in writing with the correct use of the Swedish and English languages.
- Skills in managing the different stages of the sales cycle, independently managing different sales tools and handling customer classifications and needs analysis.
- Skills in managing the different steps of the project, schedule, project members and documentation.
- Skills in independently handling appropriate marketing models and methods and conducting market analyses.
- Competence to independently create, interpret and analyse budgets, investment, profitability and cost calculations and annual reports and use the industry's financial terms without problems.
- Competence to independently work in accordance with applicable laws and regulations and independently master strategic negotiation methods and techniques in the context of national and international aspects.
- Competence to handle written and verbal Swedish and English communication, project documentation and report writing without problems.
- Competence to manage and work independently according to all stages of the sales cycle, without problems, and independently carry out needs analyses, prospecting and long-term customer care.
- Competence to independently act on a project.

## 4. Range of occupations accessible to the holder of the certificate <sup>3</sup>

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Technical Salesperson and Technical Account Manager

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

## 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 <a href="http://www.myh.se">www.myh.se</a>
Level of the certificate (national or European) <sup>1</sup>	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 <sup>1</sup>	International agreements on recognition of qualifications <sup>1</sup>
	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 <sup>1</sup>

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](http://www.myh.se)

### National Europass Centre

[www.myh.se](http://www.myh.se)

<sup>1</sup> If applicable.