

International B2B Sales Representative is an Advanced Vocational Education that turns you into more than a skilled sales person. The programme gives you expertise in sales, finance, international marketing and exports – a profile that will make you an attractive recruit on a global market.

EDUCATIONAL GOALS

International B2B Sales Representative develops your business acumen and provides theoretical knowledge and practical skills in international B2B sales.

Among other things, the programme develops your ability to:

- communicate in different sales situations
- work in roles where international sales and international marketing are integrated
- steer the operation towards more profitable customers and business from an overall perspective.

The programme gives you the expertise to work as an International B2B Sales Representative, International Account Manager, Export Sales Representative and in the long term, with more sales experience, you could also take up a position as an International Key Account Manager and Head of Sales.

PROGRAMME CONTENT

The programme intertwines theory, practical application and training which develops your personal skills.

Strategic and tactical marketing

This module provides students with knowledge of market strategy work in a commercial operation, how to create growth and develop a strategy for long-term survival. Students also learn to tactically support and design a marketing mix and various kinds of marketing measures. Areas covered include segmentation and purchasing patterns, positioning strategies, market and communication tactics, promotion mix and cultivation via sales and distribution channels.

Sales planning

This module's main aim is to give students application and analysis

knowledge of sales planning from a corporate perspective. Areas covered include planning sales work, marketing activities in different industries and enterprises, refining the goals into operational objectives, as well as sales promotion and trade fairs.

One-on-one and practical sales

Module 1. One-on-one sales

This module provides knowledge, experience and ideas about the terms, conditions and success factors of one-on-one sales. During several training phases you have an opportunity to build up your self-confidence and polish your sales technique through various presentation exercises in front of the group. Areas covered include strategic competitive tools and tactical market tools, conditions, demands and success criteria, the concept of motivation and the sales organisation.

Module 2. Practical sales

Using tangible examples and effective methods we help you find your own selling style. Students gain a good insight into how to create the right conditions for cost-effective, income-oriented practical one-on-one sales. Areas covered include the purchasing and sales processes, questioning and interview techniques, customer and sales psychology, as well as negotiating techniques.

Business economics

This module teaches you to apply fundamental economic principles in order to plan and guide a company towards profitable business. The module also provides knowledge and skills in areas such as calculation, profit planning, variable costing, cost price calculation, pricing, the company's financial reports and key ratios.

Swedish and international business law

This module provides an understanding of the role of law in an

International B2B Sales Representative

Admission requirements

Successfully completed upper secondary school education or equivalent. IHM Business School also requires at least three years' practical working life experience. English course B from upper secondary school or equivalent is also required. All applicants are interviewed prior to admission (verbal test) and take a diagnostic test in Mathematics and English.

Scope

This is a full-time, two-year programme (80 weeks) which comprises 11 modules, two projects, two work experience periods and a graduation project. Each module finishes off with an individual examination, and in terms one, two and four the knowledge is applied practically in a project.

Level

Advanced Vocational Education. After successfully achieving a pass, an IHM Diploma and programme certificate are awarded.

International degree level

In 2000, IHM Business School was accredited by the American organisation NEASC (New England Association of Schools and Colleges). This accreditation is comparable to ISO certification and is a hallmark of quality for IHM Business School as an education provider. Thanks to the accreditation, our programmes have been assigned American credits which enable overseas education providers and employers to accurately assess our education programmes. International B2B Sales Representative results in 400 YH/AVE points and 71 US Credits, i.e. an international Diploma.

enterprise's decision processes, and insight into the opportunities and limitations that legal aspects entail for the business. The module covers the structure of the legal system, contract law and law on the sale and return of goods, competition/fair trading law, as well as consumer law and marketing legislation – both Swedish and international.

International marketing and export sales

When a company decides to establish itself on the international market, this places increased demands on the company's marketing. The module answers questions such as how and which foreign markets to choose and in which order, as well as how the chosen strategies should be structured on these markets with regard to promotion and distribution, for example. Successful operations on the selected markets also require good knowledge of the economic, cultural and legal factors that affect a company's marketing.

Project methodology and advanced system sales

System sales entail offering a combination of products, problem-solving and services which jointly cover an entire function or sub-system in the customer's operation. Selling system solutions requires you to be able to shoulder the project manager's role – an increasingly common work form in many companies and organisations. The module develops your ability to conduct and participate in projects effectively and with a high level of quality.

Strategic and tactical key account relations

This module provides an understanding of the role of key account sales representative and teaches students which factors are important for relations with key customers. You will learn to identify which customers should be developed into key customers and critically scrutinise the potential of existing key customers. Areas covered include financial factors guiding the choice of key customers, leadership in the Key Account Manager role, as well as IT solutions and planning systems for key account relations.

International logistics

The increasing internationalisation of Swedish companies' business in recent years has shifted the focus from national to international logistics and logistical systems. To succeed, companies must take into account and act on a global market, which brings this develop-

ment even more to the fore. The module gives you knowledge and skills regarding logistical problems in companies that operate in an international environment.

Business English

English is the predominant business language today. Training in verbal and written communication in English is therefore integrated into the overall programme. Several areas are covered including intercultural communication, presenting products and concepts, interview techniques, meetings and negotiations, and correspondence. In addition to Business English, some submodules/parts will be conducted in English.

Project work

During the programme you will carry out two projects together with other students. The projects tie in with the programme's theoretical studies and develop your practical skills. The project work is reported in written reports which are then presented and discussed in class.

Graduation project

The final task in the programme is a graduation project in which your knowledge is applied practically and professionally in a given decision-making situation. The work is carried out in groups of five for an external client from the business community.

Work experience – Learning at Work

During two periods of work experience – one of seven weeks and one of 20 weeks – you actively take part in the everyday work at a company and apply your new-found knowledge. In connection with these periods, you will also be assigned tasks to complete by the school. The longer period of 20 weeks may be abroad.

The programme content may be subject to change without prior notice.

Advanced Vocational Education

International B2B Sales Representative (400 YH/AVE points) is an advanced vocational education carried out on behalf of the Myndigheten för Yrkeshögskolan, Sweden's national authority for advanced vocational education. The programme is free of charge and is eligible for study allowance.

Interested in finding out more?

Come and see us to get a feel for the atmosphere at one of our seminars or information meetings. Register at www.ihm.se

Business in progress

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