

**Company Sales Representative is an Advanced Vocational Education that turns you into more than a skilled sales person. The programme gives you expertise in sales, marketing and finance – a profile that will make you very attractive on the market.**

**EDUCATIONAL GOALS**

Company Sales Representative develops your business acumen and provides theoretical knowledge and practical skills in sales planning, sales and key account relations.

Among other things, the programme develops your ability to:

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

The programme provides students with the expertise to assume positions such as sales representative, sales manager or marketing executive in a company or organisation.

**PROGRAMME CONTENT**

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

**Marketing and business communication**

This module provides a basic introduction to theories, models and methods used in modern marketing. We also cover the concepts and methods used to manage and understand the importance of business communication. Areas covered include business environment orientation, the company's purpose and goals, business planning and status analysis, as well as the control of companies and organisations.

**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.

**Business Economics**

This module teaches you to apply fundamental economic principles and calculations in order to plan and guide a company towards profitable business. The module also provides knowledge and skills in areas such as book-keeping, basic accounting, annual accounts, as well as calculations involving profit planning, variable costing and cost price calculation.

**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 activities via sales and distribution channels.

**Corporate 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.

**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



## **Company Sales Representative**



**Admission requirements**

Successful completion of upper secondary school/high school education or equivalent is required. IHM Business School also requires at least two years' practical working life experience. All applicants are interviewed prior to admission and take a diagnostic test in Mathematics and English.

**Scope**

This is a full-time, two-year Diploma programme (80 weeks). The programme comprises 13 modules, two projects, three work experience periods and a graduation project. Each module finishes off with an individual examination, and the content taught in each term 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. Company Sales Representative results in 400 YH/AVE points and 70 US Credits, i.e. an international Diploma.

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.

#### **More effective communication**

Selling yourself and your ideas in an inspirational, confidence-inspiring way is pivotal to success in sales. This module provides theoretical points of departure for, and training in, written and verbal communication – drafting tenders, writing-exercises, developing presentation structures, and presentation exercises with feedback.

#### **Strategic and tactical key account relations**

This module provides an understanding of the role of key account sales representatives and teaches students which factors are important for relations with key customers. Students 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.

#### **Business Law**

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

#### **Project Management**

Based on efficiency and quality aspects, this module covers areas such as situational leadership, group processes, structuring of roles between the project and line organisations, as well as presentation of project results.

#### **Danish language and business culture (taught in Malmö)**

Students who take Company Sales Representative in Malmö also increase their knowledge of Danish. Students learn to understand and actively use Danish in business situations by speaking, listening to and writing Danish.

This module provides an introduction to Danish business culture and the opportunity for students to acquire further knowledge about Denmark.

#### **Business English (taught in Stockholm and Göteborg)**

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.

#### **Personal Development – improve your performance**

During the programme you are provided with an insight into the factors that affect personal performance. You get to know yourself and develop your ability to handle strengths and weaknesses in order to improve performance. Areas covered include among others team building.

#### **Work experience – learning at work**

During three periods of work experience 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.

#### **Project work**

During the programme you will carry out two projects with other students. The projects develop your practical skills and tie up with the programme's theoretical studies. 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 acquired knowledge is applied practically and professionally in a given decision-making situation. The work is carried out in groups of three or four for an external client from the business community.

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

#### **Advanced Vocational Education**

Company Sales Representative (400 YH/ AVE points) is an advanced vocational education carried out on behalf of the Swedish Agency of 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](http://www.ihm.se)

## **Business in progress**

Stockholm • Göteborg • Malmö  
[www.ihm.se](http://www.ihm.se) • 0200-24 00 24

© IHM Business School 2010-06-02



STOCKHOLM • GÖTEBORG • MALMÖ