

In many cases an engineer's product knowledge makes him or her an ideal candidate for working in sales – but that's not enough. Knowledge and skills in business acumen – sales, marketing, law and economics – are also required. Without a doubt, an engineer with knowledge of sales has a far better understanding of the issues that matter to customers in technical businesses. Having double expertise – both engineering and B2B sales – is an attractive asset to companies in technical industries.

EDUCATIONAL GOALS

This programme, Technical Sales Executive – new customers/markets, equips students with relevant knowledge in sales linked to the student's previous knowledge in the field of engineering. The expertise developed during the programme also ensures this knowledge is anchored in the bigger picture and a general understanding of business. Another goal of the programme is for you to learn to identify, market and sell products/services to new customers, both on national and international markets.

On completion of the programme, you will know:

- Be able to communicate in different sales situations
- Have the skills to work with sales and marketing that promote long-term business relations
- Have good knowledge of basic company economics and applied business economics
- Be able to work in roles where international sales and international marketing are integrated
- Have the skills to steer the operation towards profitable business

The programme provides students with the expertise to assume positions such as Technical Sales Executive, Account Manager, Export Sales Representative and Export Co-ordinator. In the long-term – with more experience – you may also be able to work as a Key Account Manager.

PROGRAMME CONTENT

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 marke-

ting measures. Areas covered include segmentation and purchasing patterns, positioning strategies, market and communication tactics, promotion mix and activities via sales and distribution channels.

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.

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

Technical Sales Executive – new customers/markets

Admission requirements

Successfully completed upper secondary school education or equivalent – passes in Swedish A course, Mathematics A course and English A course. IHM Business School also requires at least three years' practical working life experience – preferably in the field of engineering. This working life experience may comprise shorter periods at several companies, but the total time must amount to at least three years. All applicants are interviewed (verbal test) prior to admission and take a diagnostic test in mathematics.

Scope

This is a full-time, one-year Diploma programme (40 weeks). The programme comprises 10 modules, two projects, two work experience periods and a graduation project. The modules finish off with an individual examination and/or the submission of course work.

Level

The programme leads to an Advanced Vocational Education and 200 YH/HVE points. After successfully achieving a pass, a Diploma and graduation 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. The programme results in approximately 35 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.

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.

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.

Industrial marketing and logistics

Business relations on industrial markets are often characterised by a long-term approach as a result of the production, distribution and development adaptations that are frequently necessary to streamline the operation in dealings with buyers and sellers. This module equips you with knowledge of how to create and develop business relations with other companies in industrial sectors. The module also gives you knowledge and skills regarding distribution and logistical problems in companies that operate in industrial sectors.

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 subsystem 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.

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.

Learning at Work

During the programme you will carry out two seven-week Learning at Work periods, a total of 14 weeks. The aim is to give you an opportunity to apply your new-found knowledge and to gain working life experience in the industry and profession your programme focuses on. In connection with these periods, you will also be assigned tasks to complete. The periods are of such a quality that there is a clear benefit for the client.

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

Advanced Vocational Education

The programme is an Advanced Vocational Education carried out on behalf of the Swedish National Agency of Advanced Education. The programme is free of charge and is eligible for study allowance. Read more about the Advanced Vocational Education at www.yhmyndigheten.se

Interested in finding out more?

Attend an information meeting by registering at www.ihm.se or contact one of our consultants. Call 0200-24 00 24 from Sweden, +46 (0)31-335 20 00 from abroad or e-mail info@ihm.se

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