



## 1. TITLE OF THE CERTIFICATE (NL)

**Diploma Beroepsonderwijs**  
**Kwalificatie: (Junior) accountmanager**  
**Kwalificatiedossier: Commercieel medewerker**

In the original language

## 2. TRANSLATED TITLE OF THE CERTIFICATE (EN)

**Certificate Senior Secondary Vocational Education**  
**Qualification: (Junior) account manager**  
**Qualification file: Commercial employee**

This translation has no legal status

## 3. PROFILE OF SKILLS AND COMPETENCES

The most important duties of a (Junior) account manager are:

Core task 1: Performs market research and draws up plans

- 1.1 Collects client, product and/or market information
- 1.2 Makes proposals for the sales plan
- 1.3 Draws up an activity plan
- 1.4 Performs account analyses
- 1.5 Draws up account plans
- 1.6 Coordinates the implementation of sales and account plans and evaluates the plans

Core task 2: Implements the sales track

- 2.1 Prepares the sales track/interview
- 2.2 Canvasses clients and/or orders
- 2.3 Performs product-oriented sales
- 2.4 Performs need-oriented sales
- 2.5 Draws up offers and submits these
- 2.6 Negotiates with the client/account
- 2.7 Performs after-sales
- 2.8 Monitors the progress of the sales track with the account

Core task 3: Builds relationships and maintains these

- 3.1 Indicates and handles complaints
- 3.2 Performs promotional activities
- 3.3 Manages relationships

## 4. RANGE OF OCCUPATIONS ACCESSIBLE TO THE HOLDER OF THE CERTIFICATE

The (Junior) account manager works both in small and medium companies (SME) and in large-scale enterprise.  
The (Junior) account manager serves a number of accounts together with the account team.

## 5. OFFICIAL BASIS OF THE CERTIFICATE

**\* Explanatory note**

This document is designed to provide additional information about the specified certificate and does not have any legal status in itself. The format of the description is based on the following texts: Council Resolution 93/C 49/01 of 3 December 1992 on the transparency of qualifications, Council Resolution 96/C 224/04 of 15 July 1996 on the transparency of vocational training certificates, and Recommendation 2001/613/EC of the European Parliament and of the Council of 10 July 2001 on mobility within the Community for students, persons undergoing training, volunteers, teachers and trainers.

More information is available at: <http://www.europass.cedefop.europa.eu/>

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5. OFFICIAL BASIS OF THE CERTIFICATE																					
<p><b>Name and status of the body awarding the certificate</b> The certificate issued on completion of the programme is signed by the examination board at the school where the pupil attended the programme.</p>	<p><b>Name and status of the national/regional authority providing accreditation/recognition of the certificate</b> Ministry of Education, Culture and Science</p>																				
<p><b>Level of the certificate (national or international)</b> Qualification level 4 of the Dutch VET qualification structure Characteristics: non-job related skills such as tactical and strategic capacities. The professional bears his or her own responsibility, which is not only related to practical implementation in terms of monitoring and supervision, but also a more formal, organisational responsibility. The range of tasks also includes drafting new procedures. NLQF level 4 - EQF level 4 - ISCED 3A</p>	<p><b>Grading scale / Pass requirements</b></p> <table border="0"> <tr><td>10</td><td>excellent</td></tr> <tr><td>9</td><td>very good</td></tr> <tr><td>8</td><td>good</td></tr> <tr><td>7</td><td>very satisfactory</td></tr> <tr><td>6</td><td>pass</td></tr> <tr><td>5</td><td>fail</td></tr> <tr><td>4</td><td>unsatisfactory</td></tr> <tr><td>3</td><td>very unsatisfactory</td></tr> <tr><td>2</td><td>poor</td></tr> <tr><td>1</td><td>very poor</td></tr> </table>	10	excellent	9	very good	8	good	7	very satisfactory	6	pass	5	fail	4	unsatisfactory	3	very unsatisfactory	2	poor	1	very poor
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<p><b>Access to next level of education/professions</b> This programme gives access to higher vocational education (hbo).  The (Junior) account manager can grow into the function of (senior) account manager and regional manager.  A qualified (Junior) account manager can enter a hbo programme. Particularly the programmes Commercial economics, Small business and retail management and the hbo graduation track Sales and account management would apply.</p>	<p><b>International agreements</b> The profession of (Junior) account manager is not regulated in the Netherlands. However the education and training for this profession on qualification level 4 is regulated under the European directive 2005/36/EC, amended by directive 2013/55/EU. The regulated education and training gives access to regulated professions at the level of a diploma according to article 11 of this directive.</p>																				
<p><b>Legal basis</b> Act on Vocational Education and Training (WEB), registered number of qualification (crebo): 93802 The education and training for this qualification is offered as of August 1, 2008.</p>																					

6. OFFICIALLY RECOGNISED WAYS OF ACQUIRING THE CERTIFICATE	
<p>Senior secondary vocational education features two learning pathways: the school-based pathway (bol) and the training on the job pathway (bbl). In the school-based pathway, the majority of the course consists of theory at school. The extent of the practical component (vocational practice) is between 20% and 60%. In the training on the job pathway, the extent of vocational practice is at least 60% of the course. The participant works four days a week in a training company, and attends school for theory subjects just one day a week. In principle it is possible to follow both learning pathways, but which pathway is offered will depend on the individual educational institution.</p>	
<p><b>Average duration of the education/ training leading to the certificate</b></p>	<p><b>4 year(s) (6400 study hours) (depending on previous education)</b></p>
<p><b>Entry requirements</b> The certificate preparatory vocational secondary education (vmbo) advanced vocational programme, combined programme, or theoretical programme, or a comparable level.</p>	

7. ADDITIONAL INFORMATION
<p>Dutch senior secondary VET is based on qualification files, that each contain one or more qualifications. The information in section 3 and 4 is drawn directly from the qualification file, that is composed by the Centre of Expertise. The complete qualification file is available at <a href="http://www.kwalificatiesmbo.nl">www.kwalificatiesmbo.nl</a>, only in Dutch.</p> <p>Additional information, including a description of the Dutch national qualifications system, is available at the Netherlands National Reference Point (NRP) for VET: <a href="http://www.nlntp.nl">www.nlntp.nl</a></p> <p>SBB has been appointed by the Ministry of Education, Culture and Science as NRP.</p>