

YEARBOOK 2003

SALES ENGINEERS

FörsäljningsAkademien

Kvalificerad Yrkesutbildning i Mölnlycke & Göteborg

The Yearbook 2003
will inform the reader
about the education, lecturers,
subjects and students.



GRADUATION CLASS 2003
SALES ENGINEERS

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PREFACE

In autumn 1996 the local authority of Härryda had a meeting with representatives of the industry in the western part of Sweden. They were aware of the situation that in spite of the great and rapidly increasing demand for well-educated marketing and sales employees there was no education with this focus at college level. Neither was there a mix between sales and technology.

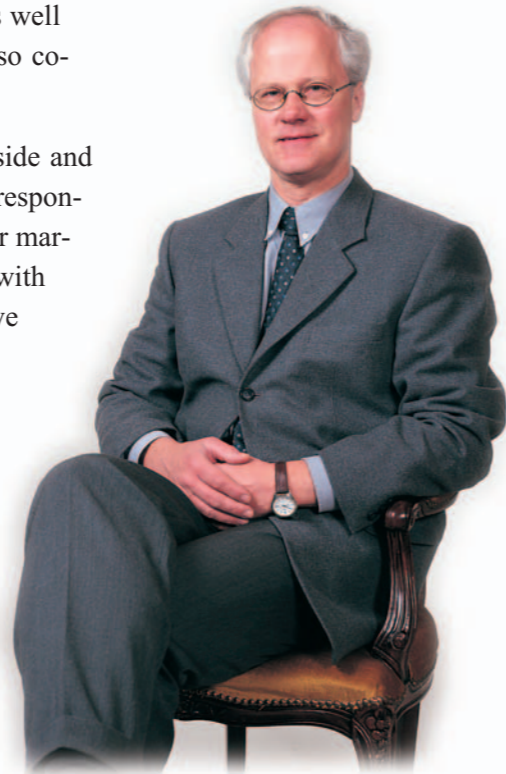
Both industry and the School of Economics and Commercial Law, the University of Gothenburg supported the application sent to the Ministry of Education at the end of 1997. The application was the start of a new qualified professional education, called Sales & Marketing. The ministry gave its sanction and the first students began their education in September 1998.

After a great demand on the market for both technical staff and salesman FörsäljningsAkademien started the education Teknisk försäljning in 2001. This education was directed to those who are interested in technology and sales/marketing and are keen on working in an area where both are involved.

Education should not be isolated from trade and industry. Therefore we are pleased to have close cooperation with business companies, local as well as regional, big as well as small in different trades. The education is also co-ordinated with the University of Gothenburg.

Our ambition is to emphasize the professional side and give the education a content and reputation corresponding to the necessary qualifications on the labour market. There is a great demand for sales people with technical know-how in different fields which we can continuously observe. The education is much needed and the students are ready to work nationally and internationally.

JAN HALLÉN
Principal



FÖRSÄLJNINGSAKADEMIEN

In 2001 a new education, Teknisk försäljning/Sales engineers, with concentration on technical sales started in Mölnlycke, Sweden. Sales Engineer is a two and a half year long education where theoretical and practical skills are mixed together. One of the reasons why this education was initiated is that the market demands more technical salesmen. The founders of the school are Härryda community, the University of Gothenburg and representatives from business life around Sweden.

The education is vocationally oriented and during the education there are 33 weeks (more than 8 months) of trainee periods at different leading companies. The trainee period often leads to a job for the student and gives an insight into working life. After two and a half years of an academic education the student has developed a lot of theoretical skills. Though, there is knowledge that is more valuable. A knowledge, that manifests itself in reality, in situations where you really need it. This is the practical knowledge, the key to understanding the business world. The students from FörsäljningsAkademien have experience from both these skills. They have not just learnt theoretical basic skills; they also have practical experience from the business world. From the trainee companies the students obtain the experience of business selling, behaviour and technical applications that they need to work with sales and marketing in a high-tech world.



The major part of the theoretical studies takes place at FörsäljningsAkademien's own premises in Mölnlycke. The scientific courses are organized by Studium at Lindholmen Knowledge Center in Gothenburg. There are also some courses provided by the School of Economics and Commercial law at the University of Gothenburg.

WHAT CAN A SALES ENGINEER DO?

After graduation there are many doors open for the students. They have a general knowledge of the business world. They have also seen the practical consequences of laws and stipulations that regulate the economic environment. They can take care of the design, planning and strategies of a business marketing process with due consideration of technical implications. This includes e.g. analyses, prognoses, market research and making a marketing plan for a company – with more or less technological focus.

Besides the economical know-how the students have a thorough knowledge of technology. They know how to present and handle a project with a technical background.

After graduation a sales engineer can work with for example:

- Marketing
- Sales
- Technical Applications
- Project Leadership
- Presentations Skills
- Computer Communication
- Business Communication
- Design and Product Development

"I had the opportunity to spend my last two trainee periods at SCA Packaging in Mariestad. Along with my studies at FörsäljningsAkademien I have carried with me my experience at SCA all through my studies. At SCA I have worked a lot with customer relations and industrial sales. I have obtained very valuable knowledge and practical skills in this line of business. My trainee period has been a success for me and my future."

BJÖRN KARLSSON, SCA Packaging



"During my trainee period I have had the opportunity to work at one of Sweden's largest construction machinery letting companies, Stavdal. I have participated in developing a new market segment. This has meant a lot of responsibility along with a good insight into and knowledge of how the sales and marketing process works in a large company. At the end of my trainee I was the project leader for the start of a new depot in co-operation with a German company. This meant a lot of responsibility, travelling and hard work. During this project I have had the responsibility for time plans, purchasing, market research and sales strategy."

PETER GRANBERG, Stavdal Byggmaskiner



"During the trainee periods I have been privileged to work at LanTeam Consulting AB which is a small company that installs and supports network systems for companies in Göteborg. My trainee periods have contained a lot of sales. I have had fairly free hands to do everything that I felt developed my sales skills. I value that opportunity very much because it allowed me to gather more sales experience for future usage."

HENRIK NILSSON, LanTeam Consulting AB

During the two and a half year education at FörsäljningsAkademien, the students spend one third in a trainee company of their own choice. A number of Swedish companies are co-operating with FörsäljningsAkademien in order to enable the students to turn their theoretical skills into practical use. This means that the students will have work experience and a deep insight into a company before having graduated.

THESE TRAINEE COMPANIES ARE REPRESENTED IN
THE EDUCATION OF SALES ENGINEERS, 2000-2003

Andrén & Söner AB

Atlet AB

CA Billqvist AB

Canon Center Göteborg

Cargo Oil AB

Carl LAMM

Christian Berner AB

**ExpoNova Events &
Exhibitions AB**

Falck Security AB

**Göteborgs Maritima
Centrum**

**Henry Hanssons
Fastighetsbyrå AB**

ICA Sverige AB

LanTeam Consulting AB

MAERSK Sealand

Network Technical AB

**SCA Packaging
Sweden AB**

**Skanska Security
System AB**

SKF Eurotrade AB

Stavdal i Sverige AB

Svenska Mässan

TriboTec AB

**Trädgårdsanläggning
i Sjuhärad AB**

**Volvo Car
Business School**

Volvo Parts

No knowledge - no future

"As Managing Director of Marknadsföreningen i Göteborg and one of the initiators of FörsäljningsAkademien it feels extremely satisfactory to be able to see an exceptional result.

To me it is an honour and a privilege to be close to these nice enterprising students thirsting for knowledge and enriching and making our network wider. These young people with solid theoretical and practical knowledge will go on developing in professional life as very competent sellers and marketers.

I wish them Good Luck and say congratulations to their future employers."

LENNART MAGNUSSON

MD, Marknadsföreningen i Göteborg



LENNART
MAGNUSSON

FörsäljningsAkademien - a different kind of school

"This is a specialist school for active people intending to work with marketing and sales. Why I find this education so rewarding, is that people appreciate it irrespective of their previous experiences and backgrounds. The most positive experience with this school is that it enables people to obtain qualified permanent jobs instead of just credit points like students at the universities. The training is business-like and not a preparation for academic research.



ROLF LAURELLI

I had the great privilege of getting into contact with the school when it was still being planned. I took part in discussions and I co-operated with Jan Hallén, who has been one of the enthusiasts for this development project. This is a good education because the students get a qualified basis for practice during their trainee periods. Letting theory and practice co-operate creates business-like progress in their studies.

I hope that all the students will be successful in a commercial and industrial life where marketing and sales become more and more important. I would also like to congratulate every employer, recruiting students from FörsäljningsAkademien, on achieving an even better result in sales and an increased profit."

Rolf Laurelli is a market economist, consultant and writer of books within the area of sale. He is also the chairman of Säljarnas Riksförbund, co-owner of Svenska Konsulthuset and permanent secretary general of Säljakademien.

ROLF LAURELLI

President, Säljarnas Riksförbund

Jessica Asp, Year of birth: 1982

Jessica is a positive person always looking for new challenges. She always gives 200% and never gives up. At high school she studied the business and administration program and after her time there she chose to study at Försäljnings-Akademien. According to Jessica it's a good education because theory is mixed with practice and that's the best way of learning. Sport has always been a great interest of hers and she spends a lot of her spare time training Martial Arts.

Jessica's sport experiences have made her realize the importance of both team spirit and independence. She also loves to travel and be with friends and family during her spare time. Jessica has worked extra as a saleswoman in a sport shop and also at a petrol station. In the future Jessica wants to work in a company which offers both development and career opportunities.

Contact: jessica.asp@forsaljningsakademien.com

**Elnaz Banihashemi,** Year of birth: 1982

Elnaz was born on the 1 December 1982. She is originally from Iran, but has been living in Sweden since 1993 and is a Swedish citizen. Elnaz started at FörsäljningsAkademien after studying the natural science programme in high school. Her reason for choosing this education was to learn about the selling process and in this way develop the skills of a professional businesswoman. As a person Elnaz is very flexible. She can easily adapt in different environments. She likes to co-operate with others and at the same time she is very independent in her way of working. Elnaz is also open-minded and likes new challenges. One rewarding experience is that she did a 12 week trainee period in Canada. She thinks sales is the perfect field for her. In the future Elnaz hopes that she will reach an important and developing position in the business world.

Contact: elnaz.banihashemi@forsaljningsakademien.com

Michelle Björklund, Year of birth: 1968

Although she was born in Mölndal, it took 20 years for Michelle to become a resident of Göteborg. Her first 11 years were spent in New York, the following 4 in Copenhagen. From there her family moved to Tokyo, where she graduated from The American School in Japan. The next two years she spent in Los Angeles, before moving "home" to Sweden. After the youngest of her two children turned four, she decided it was time to go back to school. The first year was spent studying the equivalency courses required for higher education in Sweden, the second studying IT-Network Coordination. She came across FörsäljningsAkademien, and it just clicked. With one semester to go, it still clicks! Mixing sales with technology is right up Michelle's alley. She has done her second internship at Volvo Parts, and will be working there this summer. Her third term will be spent there as well. Even though it is a department that works with purchasing, Michelle feels that the sound education she is gaining at FörsäljningsAkademien will enable her to work with whatever she desires. *Contact:* michelle.bjorklund@forsaljningsakademien.com

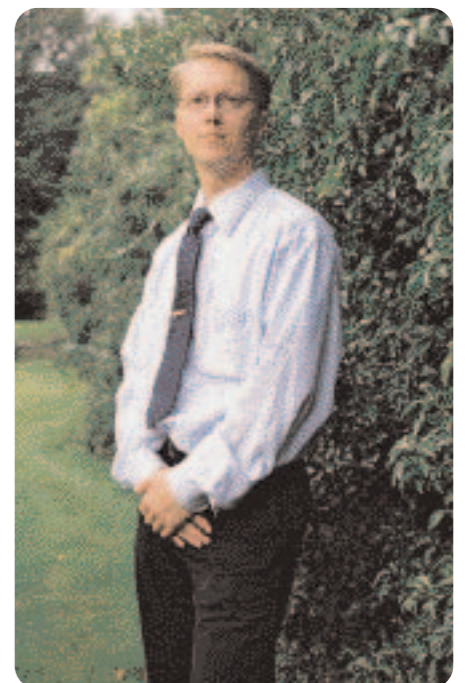
**Rodolfo Campos,** Year of birth: 1973

Rodolfo is a good co-worker who is committed to school, business and politics He is Spanish, speaks three languages and was raised in Sweden in a multicultural environment. He has a high social competence, is a good listener and likes to appear in public. By nature he is patient, curious and critical. His experience of business is valuable as he can easily put himself in the customers' situations. He also understands the importance of building and maintaining relationships. You could say that Rodolfo, in many ways, is a pathfinder who always tries to find a better way to solve a situation. Thanks to his interest in music, literature, sports and technology, where he gets inspiration and motivation, he digests a problem and comes up with new and fresh interesting solutions. Rodolfo loves to listen to live music and spend his time with family and friends. *Contact:* rodolfo.campos@forsaljningsakademien.com

**Lars-Johan Dalhagg,** Year of birth: 1966

Lars-Johan is a young man, 37 years of age, coming from the northernmost town of Sweden, Kiruna. In Kiruna he worked as a site manager in a middle range construction company specialized in under ground constructions. He held that position until 1999 with very good results. His interest in security related tasks got him to start to study at a school specialized in security in order to obtain the degree of security engineer and at the same time get a chance to develop as a person. He felt that he wanted to extend his knowledge in e.g. communication and business science. This initiated him to start to study at FörsäljningsAkademien and the Gothenburg School of Economics and Commercial Law in the fall of 2001 with the target to graduate at the turn of the year 2003/2004. The security market has caught his interest and he sees a great development potential in this field for his own person. His future goal is therefore to participate, influence and develop the security area in society.

Contact: lars-johan.dalhagg@forsaljningsakademien.com





Robert Emilsson, Year of birth: 1974

Robert Emilsson is probably your corporation's next president! He is ambitious and a good communicator and he knows how important it is to care for the investments such as machines, customers and personnel. He thinks that if you invest in your personnel they will work more effectively and develop your company. He sees himself in the future working as a personnel manager in a big international corporation. Robert was born on a snowy day in November 1974 in Gothenburg. His interest in business started as early as the playground, when he swept cars with the other kids. He has an education in Economics in high school. In 1993 he started working part time at Coop Forum Bäckebo in the sport, media, sound & vision department. Later in life he worked full time as a group manager at the department he once started. He applied for the education salesman/engineer with expectations to get a great knowledge of how to run a company. He also wanted a greater basis of technical knowledge. The education answered more than enough to his expectations. Robert lives by the motto: There is no challenge that is too great, or an adventure that is too small.

Contact: robert.emilsson@forsaljningsakademien.com

Kenny Engelbrektsson, Year of birth: 1967

Kenny is positive, energetic, innovative and responsible. His goal with this education was to obtain more experience within B2B sales and marketing. He requires that a future position offers him responsibility, challenges and the possibility to help other people succeed in their business. Before Kenny started to study, he was a franchisee within Sweden's most popular American sports bar chain. During his ownership he enjoyed the benefit of being close to his regulars, and in their ambition to attract new customers, he and his partners initiated a local marketing plan, which rapidly increased sales in their first year as restaurant owners. Another part in Kenny's life is that he has sailed the seven seas, which has made him aware of how different and special each and every culture is. His professional slogan is: – Have fun, be happy and let your customers and co-workers notice it; it's contagious!

Contact: kenny.engelbrektsson@forsaljningsakademien.com



Peter Granberg, Year of birth: 1979

In high school Peter studied the economic program with an entrepreneurship focus. After graduation he managed to take part in lots of different activities. He has worked at one of Sweden's largest construction companies, also at different night clubs, free-lance as a discjockey, and at a construction letting company. During the same period he ran his own business. In 2001 he started to study sales and engineering. One of the main reasons why he chose FörsäljningsAkademien is that he believes that the idea where theory and practical training are combined is the best way to learn. Peter is a positive and energetic person always reaching for new goals. He has a great interest in sales, marketing and technology. Therefore he likes to work in a competitive environment, and he knows the importance of building up a large network with good contacts. During the trainee period he got a great experience and a good insight into the technical sales in a company. He is interested in sport and tries to work out as much as he can. This together with travelling are two of Peter's favourite occupations. Contact: peter.granberg@forsaljningsakademien.com

Martin Hammarén, Year of birth: 1982

Martin was born and raised in Gothenburg. In high school he studied the social science program with focus on communication. His favourite subject was psychology. After finishing high school he decided that he wants to be a successful sales and businessman. Through hard work and further education Martin believes that he will find a job that he enjoys and that suits him. To reach these goals and develop as a person he started at FörsäljningsAkademien in the autumn of 2001. In the summer holidays Martin has worked at Volvo Cars. There he worked with process controlling. This job gave him a really good insight into what they do at Volvo Cars. Martin is always in a good mood and likes to see things from the bright side. In his spare time he likes to train to keep in shape and to be with friends and family. One of his main interests is to travel, both to warm and cold places. He loves to ski. Martin's motto is: There are no mountains high enough.

Contact: martin.hammaren@forsaljningsakademien.com



Peter Henning, Year of birth: 1981

Peter Henning was born and raised in Gothenburg. In high school Peter studied economics at Fässbergsgymnasiet. Before Peter began at FörsäljningsAkademien he did his military service as a group leader at AMF 4 in Gotenburg. He likes to have an active life and to learn new skills. In his spare time, he likes to spend time with his friends and family. Peter has always been interested in marketing and sales so the choice was obvious that he was going to study in this field. He chose to study at FörsäljningsAkademien because he believes in the idea where theory and practical training are combined. His goal is to find a challenging job in an international environment that offers both development and career opportunities. His motto is that hard work is the key to success. Contact: peter.henning@forsaljningsakademien.com



Björn Karlsson, Year of birth: 1980

Björn Karlsson is from a little town in the middle of Sweden. He has completed a technical high school education and has been in the army. After that he worked as a toolmaker for two years. When he was in the army they saw capacities such as a strong motivation to work and they also saw him as a source of inspiration. His friends think of him as a talkative person who likes to use his hands in order to solve problems. Furthermore, he is someone who wants to be the centre of attention. Björn initiates things and likes to solve problems as well as to be in the front line. This makes him a leader in some situations. These are qualities he appreciates. His life has always been about sports. Since he was four years old he has played hockey. Every summer he plays golf and he used to play football as a youngster. In the future he would like to become a salesman in a company with high spirits and where they have room for the employees' own initiatives.

His vision is to get a job where he can grow and develop all the time.

Contact: bjorn.karlsson@forsaljningsakademien.com



Martin Karlsson, Year of birth: 1973

Martin likes to keep things in motion...After high school he started to work with sales in different areas. He has worked with selling home and marine electronics, sporting goods and house interiors. In the search for new challenges Martin has been abroad working in Austria and also in Norway for a while, when at the same time he had the pleasure to practise his passion in life – skiing. Martin's main interest is sales, but since he started at FörsäljningsAkademien he has also become very interested in marketing issues and business law. If you ask the other students about Martin they say that he is a person who easily adapts to the situation around him; he blends in, but you notice him. In his spare time he is very fond of watching ice-hockey during the winter season. In the summer he likes to go wake-boarding and play golf whenever there is time for it. *Contact:* martin.karlsson@forsaljningsakademien.com



Henrik Nilsson

Year of birth: 1982

Henrik was born and raised in Linköping. He moved to Göteborg in 1998 to play handball and to study social science and economics in high school. In handball he has had great success and setbacks. Training has been a center in his life though he has learned that other things are more important. Henrik is out-going, very social and open-minded and that makes sales a perfect field for him. For that reason he decided to get a qualified education within sales at FörsäljningsAkademien. During the education he has had the opportunity to work and learn more about sales. Today he has improved his skills and enjoys selling and dealing with people. Henrik has tried different jobs but today he has learned that he wants a job with human contact. In the future he wishes to have a job in sales that offers development and career opportunities.

Contact: henrik.nilsson@forsaljningsakademien.com



Mikael Larsson, Year of birth: 1980

Mikael, well what could we say about him? Mikael was born in 1980 in Gothenburg where he has lived since that. In 1999 he graduated from Hulebäck after three years at the Telecommunication program. During 2000 he did his military service as a fire-fighter in the Swedish Air force. His goal is to work with fire in any possible way in the future, since this job fascinated him very much. He has also got a few interests such as: home theater sound, cars, bikes and of course to hang out with his friends. He applied to this education at FörsäljningsAkademien, because he likes to work with people in every possible way and he is convinced that he will make a difference to the better on the Swedish market. His motto is to take one day at a time, and to make the best of that. Because you don't know what will happen tomorrow.

Contact: mikael.larsson@forsaljningsakademien.com



Håkan Nordlund, Year of birth: 1974

In high school Håkan studied engineering for 3 years with focus on methods for production. After his military duty as an officer at T3 in Sollefteå he has worked with methods of production at AT Träkomponent, with machine lettings at Lambertsson Kran AB. He has also worked with sales and marketing at Aqua Service Sverige AB and as a team leader for a sales organization for machines at HTV AB. Sport is one of Håkan's major interests. He has earlier played ice hockey professionally in both Sweden and England. Håkan thinks that sports have taught him many good qualities, for example how to work in a team, but also how to focus on goals and how to be engaged and engage others to reach results. In his spare time he likes to work out and play golf. He also likes to spend time with his friends and his family. In the future Håkan would be glad to work with solutions and/or services for the industry or for the telecom market. *Contact:* hakan.nordlund@forsaljningsakademien.com

Luce Negri, Year of birth 1977

Luce Negri is an energetic and inspired person who is very easy to get to know and work with. She has always enjoyed travelling, and she thinks that her travels have been very good for her. During her travels she has learned a lot, much more than just languages. She has also learned, for example, to easily get to know new people and adjust to changing situations. Besides her studies, Luce works as a salesperson, something that she really enjoys because it is fun and stimulating. Every day is new and different, and she gets the chance to work with unique and creative people. Before she continued with her studies she worked as a customer service manager in an Internet trade company, SnapSend AB. Luce really enjoyed her job at SnapSend since she had the responsibility and the chance to organise her work herself. Luce believes that this education, along with her experience in the sales trade and customer care, will give her a very advantageous situation on the job market when her education is completed. Luce's goal with the education is a job as a marketer / sales manager, or a similar challenging and stimulating job with a large amount of responsibility and variety. *Contact:* luce.negri@forsaljningsakademien.com



Stefan Nordström, Year of birth: 1978

In high school Stefan studied economics with a focus on marketing. Before Stefan started at FörsäljningsAkademien he studied one year at Chalmers Lindholmen University. During his trainee periods he was at the company ExpoNova working with Comdex which is one of the world's biggest B2B events in the IT area. He is a man who stands with both feet on the ground, and knows that hard work is the key to success. Stefan's aim for the future is to work with sales and marketing in a company that offers both development and career opportunities.

Contact: stefan.nordstrom@forsaljningsakademien.com





Stefan Nyström, Year of birth: 1976

Stefan is an ambitious and a very nice man who has gathered a lot of different skills and experiences despite his young age. He has worked as a season employee, both in Sweden and in the USA, as a chauffeur at the Swedish postal service and in the restaurant business. His interest in sales started after two seasons of working at a ski resort, selling sports gear and equipment. Knowing that knowledge is not a burden, he applied to FörsäljningsAkademien since the course was in line with his own visions of the future. Looking forward, Stefan finds himself working as a modern salesperson in B2B. Nature means a lot to Stefan You can see him walking up a hillside, skiing downhill or just sitting in his kayak with the stillness and the free nature as his nearest neighbour. He lives by the motto "you can't find greatness without flirting with danger".

Contact: stefan.nystrom@forsaljningsakademien.com



Frida Svensson, Year of birth: 1981

Frida grew up in a town called Nässjö, situated in the middle of Sweden. In high school she took the social science program with focus on economy and marketing. That was where she discovered marketing and sales so she decided to deepen her skills in the marketing area at FörsäljningsAkademien, Gothenburg. The move away from family and friends has made her stronger as a person and it has taught her to stand on her own two feet. She really enjoys living in Gothenburg. Frida is easy to cooperate with and she is ready to work hard to show results. Her first internship was at Andrén & Söner where she worked with CRM and customer analyses. She spent the second internship at Göteborgs Maritima Centrum. Promotion, exhibitions and marketing were some tasks among others there. Frida likes to travel and meet new people and experience different cultures. That is why she thinks she will become a successful businesswoman. She believes that she will find a job that is motivating and challenging. Contact: frida.svensson@forsaljningsakademien.com

Tomas Paepke, Year of birth: 1982

Tomas was born and raised in Skene, a little village 6 miles from Gothenburg. After finishing his economic studies in high school he decided to obtain more knowledge before entering the labour market. Therefore FörsäljningsAkademien was a good opportunity for further studies. Tomas likes to compete in several subjects, but he prefers sports. In winter he practises ice hockey and in summer he likes to play golf. Sports have taught him to work in both teams and on his own. He is a fan of computers and cannot live without them. In his spare time he has worked with sales in the grocery business and that aroused his appetite for sales. In the future he would like to run a company of his own. His motto is "you only live once." Tomas is an energetic person with high expectations. Further education at FörsäljningsAkademien will give him a good start in business life. Contact: tomas.paepke@forsaljningsakademien.com



Moa Säf, Year of birth: 1978

Moa is a 25 year old woman who is full of ideas and who likes to take her own initiatives and to meet new challenges. She also likes working in a team, since she thinks that the most successful way of working is in co-operation with others. During her time at FörsäljningsAkademien, she has worked in teams with different projects. Often, a goal was given and the way to reach it was free to find. Moa wishes to work in a similar way in the future too. Sports have always played an important part in Moa's life. Through team sports, she has gained a great deal of social competence and experience of working together with others. She chose this education because of its great combination of interesting courses and much internship. Her internship was at Marknadsföreningen i Göteborg (MiG) och and Ibiz reklambyrå.

Contact: moa.saf@forsaljningsakademien.com



David Strid, Year of birth: 1981

David is a humorous and outgoing person who likes to engage in different kinds of projects. He has had a technical interest since he was a child. In high school he studied a four-year long technical programme in Kungälv. After high school he decided to continue to develop his technical interest. Besides the studies he works as a salesman at Scan-dinavium and Nya Ullevi in Gothenburg. They are the largest sport and event arenas in the city. By working there his sales skill and interest have grown over the years. With his interest in technology and sales the step to FörsäljningsAkademien and Teknisk Försäljning was not long. It fits him like a glove and he has a strong belief in the idea where theory and practical training are combined. During the LIA period David worked at The Swedish Exhibition and Congress Centre in Gothenburg. He worked as a salesman in the industrial trade fair area. The time there gave him much and the event area is something he wants to work with in the future. One thing he believes in is; if you try new things, you will get more experience and will grow as a person. Don't let anything stop you. Contact: david.strid@forsaljningsakademien.com



Martin Westerling, Year of birth: 1980

Let me introduce and present you to a true leader. He has helped several companies to increase their income through Internet. He has built a business with a residual income and a solid leadership in the area of Network Marketing. Martin has also helped people to a greater and happier life. He is a true entrepreneur and has started three companies during the last four years. "The great pleasure in life is doing what people say you cannot do."

Contact: martin.westerling@forsaljningsakademien.com

COURSES AT FÖRSÄLJNINGSAKADEMIEN

Business Science, 20p

- SALESMANSHIP
- PROJECT LEADERSHIP
- BUSINESS ECONOMICS AND LOGISTICS
- PRACTICAL SALES
- BUSINESS LAW
- MARKETING

This course package gives the students a wide and solid ground to stand on in the future as a sales engineer. They have a general knowledge of practical sales and marketing with a technical focus. They also have a genuine knowledge of practical sales work mainly in business to business. They have learned how to plan, control and follow up sales efforts.

Computer and IT Science, 6p

- COMPUTER TECHNOLOGY
- PROGRAM DEVELOPMENT
- MICROSOFT OFFICE
- WEB DESIGN

The courses have given an insight into how a personal computer is built, how to handle software and how you best make use of Microsoft Office. The courses have also taught the students the function of computer safety in different networks such as LAN and WAN.

Technical Science, 22p

- DESIGN
- INDUSTRIAL PRODUCTION
- FROM CAD TO VIRTUAL REALITY
- TELECOMMUNICATION
- COMPUTER COMMUNICATION
- ELECTRONICS

The purpose with this group of subjects is to get a good insight into how to apply science findings to industrial activity, from product development to tele and computer communication.

Communication, 9p

- SOCIAL SCIENCE AND ORGANISATIONAL DEVELOPMENT
- RHETORIC
- ORAL AND WRITTEN COMMUNICATION, SWEDISH
- ORAL AND WRITTEN COMMUNICATION, ENGLISH
- BUSINESS COMMUNICATION WITH A TECHNICAL FOCUS

The students have learned oral and written English technical communication. The knowledge of presentation skills contains body language and speech practice, whereas the course in Social and Organisational Development develops the ability to understand group behaviour and the handling of stress and conflicts. The course in English can be complemented with a voluntary university course, English for Professional and Academic Use. It is given by Gothenburg University and you get 5 university points in credits.

Natural Science, 8p

- TECHNICAL PHYSICS
- CHEMISTRY APPLICATIONS
- ENVIRONMENTAL SCIENCE

This group of subjects gives a general knowledge. The students get a good insight into natural science in theory and practice. They also get information about environmental aspects.

Learning By Doing, 33p

The trainee period parts comprise 33 weeks, one third of the education. Each student performs 33 weeks as a trainee at one or more companies. The school has established excellent relations with many of the leading companies in the Gothenburg region. The aim of these trainee periods is to let the student practice what he or she has learnt in school. Hopefully the students also get to know a lot of people and make valuable connections. The students are very appreciated by the companies.

COURSES AT THE UNIVERSITY OF GOTHENBURG

Marketing, 10p

The students have a good knowledge of marketing. The essence of the course is based on Philip Kotler's Principals of Marketing. The students examine a company and create an annual plan. The course also teaches how to analyse marketing situations and create strategic competitive plans, among many other things.

OPTIONAL

English for Professional and Academic Use, 5-10p

The right language for the right target group is taught and practised in these optional courses. Gaining further business vocabulary and skills how to read complex texts constitutes the reason why most of the students choose to take the course. They can also add the more advanced continuation course of another 5 points.



The economic and marketing courses are held at Handelshögskolan

LECTURING STAFF

Lize-Marie Gabriëlsson, Industrial Production

Lize-Marie has been teaching since she finished her studies at Teachers' Training College in 1986. Today she is a teacher working with the KY-education called CAD-construction at Studium.

Lize-Marie teaches different subjects that belong to the field of her Master of Science in Mechanical Engineering. It is subjects like Strength of Materials, Machine Elements, Engineering Drawing, Production Engineering and Quality Systems. Lize-Marie loves golf and other outdoor activities like skiing, skating and sailing.



Pierre Chocron, Project Leadership

Pierre has worked since 1997 as a Senior Advisor and teacher in the fields of Business Development with a focus on the marketing and customer perspectives. He is a partner of EffekTeam. Pierre teaches regularly at the IHM Business School, FörsäljningsAkademien and is responsible for the educational program at Marknadsföreningen i Göteborg. Pierre's last employment was with Procordia Food, where he was Marketing Director for the four companies Felix, Ekströms, Önos and BOB. Before Procordia Pierre was Marketing Director for the Nordic Snack Group of Kraft Freia Marabou. Pierre holds a Master degree in economics from the University of Mississippi and a BBA from the Business School of Gothenburg.





Anette Lindell, Business Law

Anette has been teaching at the H arryda College of Adult Education since 1992. She graduated with a Bachelor of Science degree in Business Administration and Economics in the late seventies. During her time as an economist she mostly worked with budgets, accounting, cost-estimates and issues involving personnel. In 1984 Anette attended The Teachers' Training College and obtained formal teaching qualifications, and since then she has been teaching adults business administration, finance and law in various schools, organisations and companies.

Lisa  hrlund, Sales

During the past 18 years Lisa has been working with sales and marketing of computers on the Swedish market, as a selling project leader of marketing campaigns on the Norwegian market, and finally as a marketing director with a focus on computer communication to the Norwegian market. The last 2 years Lisa has worked as a business developer with business practice, sales training and sales coaching as her specialties. The combination of working in the trade and industry at the same time being a part of the development of future salesmen and saleswomen, is very stimulating according to Lisa.



Martin  berg, Marketing

Martin is a Lecturer in the Department of Business Administration, based within the School of Economics and Commercial Law at the University of Gothenburg. Martin has studied how people, (employees and others) relate and feel towards new management ideas. Martin also works as a consultant on urban issues. This includes marketing of shopping centres and districts. Besides teaching marketing, Martin's major interests are his family, friends and sport. As an instructor in ice-hockey for youngsters the last interest will be fulfilled and also combined with the family.



Egon  sterbrand, Swedish and English Communication

Egon has been a lecturer at the University of Gothenburg since 1960. He is also a teacher trainer instructor, course and project leader with extensive knowledge and skills in teaching and assessing at high school and university levels. Egon has initiated and organized courses in Sweden and the USA, Great Britain and Australia for teachers' and students' further developing skills in speech, process writing including response and publishing, quality control and assessment. He is a specialist in rhetoric, speech and business communication and he has been a professional trainer in Chalmers, Ericsson, Volvo, STS, Almqvist & Wiksell among others. Egon loves to play bridge

and outdoor life with the two family dogs. He also has trainer certificates in football and tennis. Egon's aim with the two KY courses in Swedish and English communication is a good fluency orally and in writing – both vital for success as a seller and marketer.

OTHER MEMBERS OF THE LECTURING STAFF

ANNELIE BERG, Technical Physics

SANNA DAHLMAN, Design

JAN EKLIND, Microsoft Office

BENGT JOHANSSON, Industrial Production

KJELL KARLSSON, Salesmanship

SEM MAHJOURI, Electronics

BJ RN MALMSTR M, Salesmanship

P L M RTENSSON, Computer Technology

RUNE NORDANGER, Computer Communication

MATS PALMEBORN, Chemistry

KELL RANDERS, Program Development

BERNT SVENSSON, Web Design

HANS WERN, Salesmanship

KENTH  KERMAN, Salesmanship

MEMBERS OF THE BOARD

Egon Backman

International Corporate Development

After studies at the School of Economics and Commercial Law, Göteborg University Egon has held managing positions in multi-national companies, in the building, pharmaceutical and medical disposables fields. During his time at Mölnlycke AB he held the position Vice President, International, of the Health Care division. Egon has been living abroad with his family for a number of years, in the Netherlands as EEC co-ordinator for Mölnlycke Health Care division and in Germany as managing director for the German subsidiary. Egon is an experienced management consultant and company director, with experience of establishing profitable companies and operations in the western as well as the eastern parts of Europe, in the Middle East, Far East and in South America. He has a deep knowledge of strategic management issues, and a long experience of international corporate development, with emphasis on strategic matters. Since 1991 Egon has run and is the owner of ICD International Corporate Development AB, a company assisting corporations in their internationalising process and strategic development. He is chairman of the board of FörsäljningsAkademien



Sofia Brax, Telia Sverige AB

Sofia has been working with the strategic development in Telia Sverige since 2002. Telia Sverige is Telia's sales division (5000 employees). Sofia graduated, as a Bachelor of Art from Uppsala & Stockholm university in 1991. She started her career in Amu-Gruppen (today Lemia), where she was responsible for education in personal development process (in Amu-Gruppen). During that period she also studied and in 1996 she graduated from IHM Business School. In 1996 she moved from Stockholm to Gothenburg to start working for Telia Nära being in charge of their competence development concept. Her special interests in her carrier are with in the area of strategic competence development, "change management" and pedagogics. Together with her husband Johan she has two lovely daughters. In her spare time she enjoys painting, taking photographs, arranging parties and being with her family and friends.



Jan Gustafson

The University of Gothenburg

Jan has been a Senior lecturer in Business Administration at the School of Economics and Commercial Law, the University of Gothenburg since 1968. During the period 1987 – 1994 Jan was the leader of the programme of Economics at the school. Today Jan is a teacher and responsible for different management programs at Handelshögskolan Kompetens AB. During the years 1984 -1997 Jan was a teacher and also responsible for the programme "Management in west" at the Gothenburg Management Institute, GMI. Since 1988 Jan is a member of the Advisory Committee at the School of Hotel Management in Neuchatel, Switzerland.

Conny Bloom

Studium i Göteborg AB

After studies at the University of Gothenburg Conny took his teaching certificate. He has been a teacher for many years and a project leader at Studium since 1996. Since 1997 Conny has planned training for the automotive industry in Gothenburg. He has been involved in several vocational training programs and special programs for employees at Volvo Cars and Volvo Trucks in Gothenburg. He has also planned vocational training programs in order to recruit employees to Volvo Cars and Saab Automobile. In addition to this Conny has planned vocational training courses for the County Labour Board. During the last couple of years Conny has been involved in Qualified Vocational Training at Studium and in co-operation with FörsäljningsAkademien.



OTHER MEMBERS OF THE BOARD

GUNILLA ALMGREN, MD, Företagarnas Riksorganisation

JOHN FORSELL, Director, JoFo Consulting

LENNART GROSS, Chairman, Högsbo-Sisjöns Företagarförening

BENGT GUSTAFSON, Competence consultant, Volvo Personbilar Sverige AB

JAN HALLÉN, Principal, Härryda kommun

MÄRTA HAMMARSTRÖM, Lecturer, The University of Gothenburg

LEIF JACOBSSON, Principal, Studium i Göteborg AB

SONJA KOLLBERG, Seller, Marknadsföreningen i Göteborg/Trygg Hansa

STAFFAN UDDENBERG, Education Director, Härryda kommun

INTERNATIONAL STUDIES

After graduating from FörsäljningsAkademien it is possible to continue to study at a foreign university and get credit for the Technical Sales studies. Already hundreds of KY-students from various KY programs in Sweden have taken this opportunity to continue and either get a full Bachelor degree in 1-2 years or just study for one semester (4 months).

The benefits that students usually consider the most important are:

- greatly improved ability to handle the English language
- an international academic experience studying abroad including working with many nationalities
- an international network of professional contacts
- a cultural experience with memories and friends for life
- increased self-confidence and motivation

The combination of a vocational education and academic studies makes you very interesting and competitive on the job market.

There are several universities that offer credit for completed studies and a number of programs are currently under evaluation and due for completion in the fall of 2003. Here are some examples of universities:

AUSTRALIA:

- Bond University on the Gold Coast
- Griffith University in Brisbane
- University of Newcastle, north of Sydney

NEW ZEALAND:

- UNITEC Institute of Technology in Auckland

USA:

- Berkeley College in New York
- Hawaii Pacific University in Honolulu



As CSN offers extra study loans as well loans for air travel and insurance it is quite common that students can manage all the expense for both studies, living and accommodation. The student service at the universities is excellent with lots of recreation possibilities and some even have daycare centres for small children.

CIS, Center for International Studies, is the local representative that can assist with everything from study counselling to application processing, guidance on visum, housing etc, free of charge. You can find more information on their home page www.cis.nu or contact their offices in Göteborg or Stockholm.



This Yearbook is an assignment
in Project Leadership carried out by
Peter Granberg, Björn Karlsson and Henrik Nilsson
at FörsäljningsAkademien.

Many thanks to Egon Österbrand.

For further information and contact with the students in this yearbook,
please visit our website at:
www.forsaljningsakademien.com

Photo: Marcus Flodin and Ulf Magnusson
Print: Exakta, 2003

YEARBOOK 2003

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