



S A M A

SAMA's 47th Annual Conference

May 15-18, 2011

WDW Swan Dolphin Hotel | Orlando, Florida

MASTERING

the

HOW

Executing on SAM and Achieving
Superior Business Results

STRATEGIC ACCOUNT MANAGEMENT ASSOCIATION

3M • **ABB Inc.** • **Abbott Laboratories** • Adecco • ADP • AECOM • AIM Trimark • Air Liquide • Allstate • **Alstom**
 Amadeus • American Airlines • American Express • Amerigas • AmerisourceBergen • **Amgen** • Anritsu Company
 Applied Industrial Technologies • ARAMARK • ARCADIS NV • **ArcelorMittal** • Armstrong World Industries • **Assurant Solutions**
 Astra Zeneca • AT&T • **Autodesk** • Avaya • Avery Dennison • Bandag, Inc. • BASF • Baxter Corporation • Bayer Material Science
 Becton Dickinson • **Belden** • **Bentley Systems** • Boehringer Ingelheim Inc • Bradley Corporation • Brenntag • Bridgestone Tire • British Airways
 British Telecom • Canada Post Corporation • Canadian Pacific Railway • Cardinal Health, Inc. • CARFAX • Cargill • Carlson Hotels Worldwide
 Caterpillar • Cendant Mobility • Champion Technologies • **CH Robinson** • CH2M HILL • Chevron Corporation • CINTAS • **Cisco**
 Citigroup Corporate Banking • CommScope • Con-way, Inc. • **CoreLogic** • Corporate Express • CORT Business Services
 Cushman & Wakefield • Dayton Superior Corporation • Dealer Tire • Dell Inc. • **Deloitte** • **DHL** • Donaldson Co. • Dow Chemical
 Duke Energy • DuPont • Dynacast, Inc. • Dyno Nobel • Eastman Chemical Company • Eaton Corporation • Electrolux (TDA) Co., Ltd
 Eli Lilly • **EMD Serono** • **Emerson Process Management** • Endress + Hauser • Equifax, Inc. • Ernst & Young • ESAB
 Evonik Degussa International • Expeditors International • Experian • Experient • FedEx Corporation • FMC Corporation
 Fortis Bank Nederland • Franklin Templeton Investments • **Freeman** • G & K Services • GE Healthcare • General Binding Corporation
 Genuine Parts Company • Georgia Pacific
 Global Crossing • Graybar Electric Company
 Herman Miller • **Hilton Worldwide**
 Hubert Company • Husky IMS • **IBM**
 International Paper • Intervet/Schering-Plough
 Iron Mountain • **ITT** • John Deere
 JohnsonDiversey • JP Morgan Chase
 Kennametal • Kimberly Clark • Kodak
 Korn Ferry International • KPMG • Kraft Foods
 Legrand • Linde AG • Louisiana Pacific Corp.
 Marriott International • MasterCard International • McKesson • McKinsey & Company • Medrad, Inc. • **Medtronic** • Metso Automation
 Michelin • **Microsoft** • Mine Safety Appliances • Minnesota Power • Mitsubishi Caterpillar • Mizuno USA, Inc. • MobiNiL • Molex, Inc.
 Monsanto • Morningstar, Inc. • **Motorola** • Murata Electronics • **Nalco** • National Grid USA • National Starch & Chemical Co.
 Neste Oil Oyj • New York Life Insurance • **Nexans** • **Novar** • **Novartis** • **Novozymes** • Oakwood Worldwide • Office Depot
 OfficeMax • **Office of Personnel Management** • Olympus Latin America, Inc. • Oppenheimer Funds • Oracle • Orica
 Outokumpu • Owens Corning • **Pall Corporation** • Panduit • Parker Hannifin • Pelco • Penske Truck Leasing • Pepsico
Pfizer • PHH Arval • Philips International BV • **Platts** • PLM Trailer Leasing • **PolyOne Corporation** • Praxair Distribution, Inc.
Procter & Gamble • Prudential • PSAV Presentation Services • Puffer-Sweiven • QUALCOMM • R.R. Donnelley • Randstad
 Ricoh • **Roche Diagnostics** • RR Donnelley • Ryder • SAIC • Salesforce.com • Sandvik • SAP AG • SaskPower
 Satyam Computer Services • Schlumberger Oilfield Services • **Schneider Electric** • Schneider National, Inc. • Senco Fastening Systems
 Shell Chemical • Sherwin Williams • **Siemens** • Silgan Containers • Sinclair Knight Merz • **SKF** • Smith & Nephew • Sodexo
 Soitec USA, Inc. • **Sonoco** • Southco • Southwest Airlines • Spirent Communications • Staples • Starwood Hotels & Resorts • Stora Enso
 State Farm Insurance • Suez • Sun Life Financial • Sun Microsystems • TATA Consultancy Services • TeliaSonera Finland Oyj
 Telkom SA Limited • Tetra Pak • The Bank of New York Mellon • Therma-Tru Corporation • Thomson Reuters • TIC Holdings, Inc. • Time Warner
 TNT Express • Trane • Transamerica Fund Advisors • Tyco Electronics • **Tyco International** • United Airlines • United Behavioral Health
United States Postal Service • United Way • UPS • Veolia Environmental Services • Verizon Business • Wachovia Corp. (A Wells Fargo Co.)
 Waste Management, Inc. • **Wesco** • Weyerhaeuser
 Williams Scotsman, Inc. • W.W. Grainger • **Xerox**
Zurich Financial Services Group

This is a partial list of the
companies represented at past
SAMA Annual Conferences.

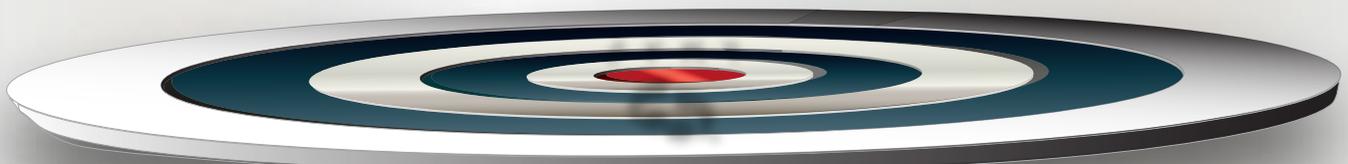
Are your suppliers, customers and
competitors there?

Then you should be too.



S A M A

(Corporate Members)





Hello to all and welcome!

“Only one in five SAM / KAM leaders says that strategic account plans are being executed effectively. The companies that do so are enjoying far greater growth for their strategic accounts.”

This is one of the major findings of SAMA's biennial research survey “Trends and Practices in Strategic Account Management.” Consequently, it should be no surprise to any of you that the core of our Annual Conference (May 15-18, 2011, in Orlando, Florida) will focus on “Mastering the **HOW**.”

Most meetings address only the planning phase, but this year, we are putting laser focus on mastering execution. SAMA's Annual Conference teaches not only what it takes to implement key concepts and methodologies and proven best practices, but also **HOW** to outpace your competition when dealing with your most important customers.

I hope you will consider attending our Annual Conference, an event that has become more and more global, and fully engaging yourself with other attendees, exchanging best practices and sharing knowledge focused on the **HOW**.

I look forward to seeing you in Orlando, networking with you during our interactive sessions and exciting social events, and joining you in stimulating conversations.

Bernard Quancard
President and CEO

Strategic Account Management Association



Are you and your company focused on execution?



Join us in Orlando and learn that to outpace the competition and increase your wallet share, you must focus on the **HOW**.

For the Strategic Account Managers:

- HOW** do you build and prioritize the opportunity funnel?
- HOW** do you capture, monetize, communicate and leverage the value delivered to your most strategic customers?
- HOW** do you build a collaborative and co-creative account plan?
- HOW** do you map and manage the appropriate strategic customer relationships?
- HOW** do you negotiate and close?
- HOW** do you balance short-term customer commitments and long-term customer strategy?

For the Heads of Programs and SAM Executives:

- HOW** do you institutionalize the C-level support with an iron discipline (through executive sponsorship)?
- HOW** do you make sure the account is really strategic?
- HOW** do you circumvent the hurdles and barriers to superior account plan execution?
- HOW** do you institutionalize solution selling at your most strategic accounts?
- HOW** do you select, manage and retain the best talent?
- HOW** do you build a SAM/KAM program, taking into account very different, extreme business models?

For Advanced SAMs and Mature Programs, SAMA always offers innovative sessions that will give SAMs and executives additional ammunition to build a competitive advantage, such as:

- HOW** do you implement strategic pricing?
- HOW** do you maximize opportunities in emerging markets such as China?
- HOW** do you navigate the explosion of collaborative tools and practices and understand its impact on strategic account management?



New at SAMA's 47th Annual Conference

2011

TrackMeets

Ready, set, go! Kick off your Conference experience with a room full of your peers. These special sessions will be focused on topics crucial to each track of our Focus Areas. Led by subject matter experts and/or practitioners, you will have the opportunity to work in teams to break down, discuss and hurdle a relevant challenge of the day.

The **TrackMeet** format includes table discussions and group feedback to give everyone the chance to share experiences and hear from many perspectives. The session is designed to energize, challenge and focus your mind in order to get the most out of your Conference week.

EXPERIENCE IT! at SAM Tech Labs

SAM-specific technology tools that increase the discipline and effectiveness of your SAM processes do exist. Join SAM thought leaders as they demonstrate some of these tools and products at the Annual Conference.

You may see tools and products that can facilitate/enable SAM-related functions such as:

- *Measuring & managing customer loyalty*
- *Quantifying value*
- *Assessing SAM talent*
- *And more!*

Visit www.strategicaccounts.org/AC2011 for updated information and specifics about what products will be demonstrated on-site.

Interested in becoming our Lab Partner and demonstrating your solution? Contact Matt Fegley at Fegley@strategicaccounts.org to find out about performing a demonstration.

Enriched Focus Areas

“SAM Program Design, Structure & Management” has been split into two separate tracks to better align with the program/organizational interests of our attendees and companies. Visit Page 8 for full descriptions of our focus areas.

Zero in on the Latest Trends in SAM

This year, we are putting even more focus on our rapidly changing business environment. We will be offering sessions that deliver key information about:

- procurement practices and the customer perspective (Sessions 4, 10, 15)
- doing business with emerging markets like China (Session 17 and Session 42, the Executive Exchange) and incorporating social networks into your SAM programs (Sessions 41, 44)

Mentor Program

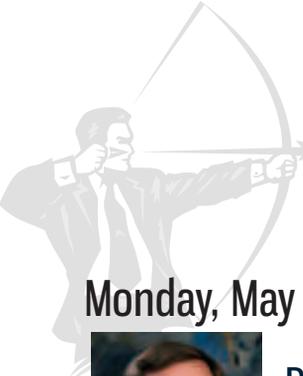
“Meeting Mentor” - a veteran attendee who will contact you before the Conference, meet you at the First-Timer Orientation, show you around, introduce you to people and give you advice on how to get the most out of the meeting.

Test-Drive Upcoming Training for Your Team

Year-round SAMA University/Academy training provides deep-dive courses on SAM skills and competencies such as:

- Collaborative account planning
- Creating/quantifying business value at the customer C-level
- Financial acumen
- Strategic negotiation

You can sample the content of some SAMA U workshops for your team by selecting workshops on the agenda that are marked with the  icon. These sample sessions will provide you with an introduction to what will be a deeper dive into the SAM skill set at SAMA University. Many of these courses will be the foundation for SAMA's new Certification Program launching in Fall 2011.



Keynote speakers

Monday, May 16th, 2011 (8:30 - 9:30am)



Dan Fortin

*General Manager, Global Distribution Sector,
IBM Corporation*

Becoming a Truly Globally Integrated Enterprise

Every successful business continues to evolve to purposefully adapt and improve performance in a shifting marketplace. For IBM, this evolution encompasses all elements, including identifying and adjusting to customer requirements, global resources, coverage models, processes, developing talent, opening markets and leveraging its global range and reach to provide sustainable value via innovation, industry expertise, consulting and smarter solutions. Monday's keynoter, Dan Fortin, will share his insights on IBM's ongoing

journey to become a globally integrated enterprise.

Dan brings more than 25 years of leadership and management insight to his current position as General Manager of the Global Distribution Sector at IBM Corporation. Dan is responsible for worldwide revenue, profit and customer satisfaction for IBM's clients in 3 industries: Retail, Consumer Products and Travel and Transportation. His prior experience includes tenure as President of IBM Canada Ltd.

Tuesday, May 17th, 2011 (8:00 - 9:00am)



Patrick Lencioni

President, The Table Group

Getting Naked

Based on the principles in his latest book, *Getting Naked*, Pat Lencioni presents a revolutionary and counterintuitive approach to client service that yields uncommon levels of trust and loyalty. "Naked Service," as Pat calls it, provokes consultants, account managers and service providers alike to be completely transparent and vulnerable with clients and avoid the 3 fears that ultimately sabotage client allegiance. Learn principles like "Enter the danger," "Tell the kind truth" and "Always consult instead of sell," which can help you establish a fiercely loyal client base. You will walk away with some powerful tools for overcoming the 3 fears and gain a real and lasting competitive edge.

Pat is the author of 9 best-selling business books with nearly 3 million copies sold. After 9 years in print, his book The Five Dysfunctions of a Team continues to be a fixture on national best-seller lists and recently celebrated its 5th year running on The Wall Street Journal list. Getting Naked has also received rave reviews and was awarded "Best management book of 2010" by 800-CEO-READ. Recently recognized in Fortune magazine as one of the "Ten new gurus you should know," Pat is the Founder and President of The Table Group, a firm dedicated to providing organizations with ideas, products and services that improve teamwork, clarity and employee engagement.



Destination Beautiful!

Orlando is for your whole family!

The Walt Disney World Swan Dolphin is one of the finest resorts in Orlando, and you'll find something on-site for every member of your family.



- Grotto pool with tropical waterfalls and a water slide
- Elegant Mandara Spa - An Asian-inspired retreat offering exotic spa services as well as a full-service hair and nail salon
- Seventeen on-property restaurants ranging from a 24-hour cafeteria to celebrity chef kitchens
- Camp Dolphin (for parents looking to enjoy a grown-up meal or a mommies-only trip to the spa)
- Two on-site Disney ticket desks

Access to Disney is EASY!

- **Don't feel like going too far?** Eat breakfast with your children's favorite Disney characters daily in the Garden Grove!
- **Want to walk it?** It's just a three-minute trip on foot across the boardwalk to dining & entertainment at Disney's Boardwalk®, including the ESPNZone and Cat Cora's latest creation!
- **Travel comfortably?** Complimentary shuttles leave the Swan Dolphin every 15-20 minutes for any Disney Park you wish to visit!
- **Ride in style?** Complimentary on-property water taxi to Disney's Hollywood Studios™ and Epcot®

SAMA is pleased to have negotiated family-friendly rates that will extend both two days prior and two days after the SAMA Annual Conference has concluded.

Enjoy Orlando!





Selecting Your Sessions

Each session at the conference is designed with a specific audience in mind, according to various factors and learning objectives, and is grouped within the following Attendee Focus Areas. Depending upon your role and current priorities, you may select your sessions from within one focus area OR choose sessions across multiple focus areas. Classes are not restricted.

Attendee Focus Areas

F Essentials of Strategic Account Management: Foundational

Recommended for:

- New and developing strategic account managers (SAMs)
- Managers with SAM direct reports and executives new to strategic account management
- Professionals who develop and coach SAMs

Sessions cover fundamentals of the SAM position, including the roles, responsibilities, activities and behaviors essential to managing a strategic customer for optimal growth and profitability.

A Essentials of Strategic Account Management: Advanced

Recommended for:

- Senior-level SAMs with several years' experience managing strategic customers
- Managers with SAM direct reports and executives seeking to raise the level of SAM competency and performance

Sessions address the strategy and discipline of advanced SAM and facilitate the peer exchange of experience and insights in managing highly complex customers.

P1 SAM Program Design, Structure and Management: Core Elements & Enablers

Recommended for:

- SAM, sales, marketing and sponsor executives engaged in planning, launching or improving a new strategic accounts program/initiative
- Managers with SAM direct reports and other SAM program support professionals
- SAMs seeking an understanding of the overall context and shift to a customer-centric culture

Sessions examine vital capabilities and enablers for developing and sustaining a strategic accounts group, from organizational modeling to performance measurements.

P2 SAM Program Design, Structure and Management: Next-Level Best Practices

Recommended for:

- SAM, sales, marketing and sponsor executives engaged in taking an existing SAM program or initiative to the next level
- Executives seeking to benchmark other established strategic/global account organizations

Sessions feature best-practice examples of strategic/global account organizations and specific SAM capabilities and enablers.

E Executive Strategy and Decision-Making

Recommended for:

- Senior and C-level executives governing overall SAM strategy and/or operations
- Senior-level SAMs in key decision-making roles or on an executive career path

Sessions focus on some of the top issues and concerns of senior decision-makers, in interactive formats.

Session Agenda



Pre-Conference Session: Sunday, May 15, 2011

2:00 pm - 4:00 pm	P2 SAM Program Design, Structure & Management – Next-Level Best Practices
	32 Business Case: Decisions on Organization Design That Drive Internal Efficiency and Customer Alignment (Siemens)

Day One: Monday, May 16, 2011

Essentials of SAM: Foundational F	Essentials of SAM: Advanced A	SAM Prog. Design, Structure & Mgmt - Core Elements & Enablers P1	SAM Prog. Design, Structure & Mgmt - Next-Level Best Practices P2	Executive Strategy and Decision-Making E
TrackMeet 1 Strategic Thinking: The Essential Ingredient of a Strategic Account Manager	TrackMeet 10 Fast Track Your Customer: Accelerate the Sales Cycle with Initial Information Accuracy	TrackMeet 21 Organizational Enablers of a Strategic Customer Relationship	TrackMeet 33 Win-Loss Reviews – Sharpening Competitiveness by Reviewing Deal Outcomes (Microsoft)	42 The SAMA Annual Conference Executive Exchange and private networking luncheon <i>Avoid Costly Mistakes and Accelerate Success in China</i> 10:00 a.m.–2:00p.m. (see Page 25 for details)
2 SAM Skills for Transitioning from a Product-Centric to Customer-Centric Approach <i>(3-hour workshop)</i> <i>or</i>	11 Co-Creating Business Value with Your Customer <i>or</i>	22 Intro. to Critical Management Building Blocks for Planning an Effective Strategic Accounts Program <i>(3-hour workshop)</i> <i>or</i>	34 Selling ROI to the CxO (NetApp) <i>or</i>	
3 Introduction to Creating & Communicating Value at the CxO Level <i>or</i>	12 Relationship Intelligence & Influence Management <i>or</i>	23 Define, Establish and Brand the Position of Strategic/Global Account Manager (Hilton, Nalco Co., Siemens, Xerox) <i>or</i>	37 Sourcing & Selecting the Right Talent (DHL, SKF, Schneider Electric) <i>or</i>	
4 Selling to Procurement: Strategies that Improve Win Rates <i>(3-hour workshop)</i>	20 "Magnetize" Yourself to Successfully Lead a Global Customer Team			
2 SAM Skills for Transitioning from a Product-Centric to Customer-Centric Approach <i>(3-hour workshop cont'd)</i> <i>or</i>	13 SAMs and Senior Executives: A Field Level View of Executive Sponsorship <i>or</i>	22 Intro. to Critical Management Building Blocks for Planning an Effective Strategic Accounts Program <i>(3-hour workshop cont'd)</i> <i>or</i>	35 Account Management Tools as Enablers of Successful Global Collaboration (Siemens) <i>or</i>	43 Increase Profits through Value-Based Pricing Strategies – A CEO View of Best Practices (Ardex)
4 Selling to Procurement: Strategies that Improve Win Rates <i>(3-hour workshop cont'd)</i> <i>or</i>	15 Black Hole Bids and More - Demystifying Procurement <i>or</i>	25 The GAM Career Path – a Framework for Driving Global Client Leadership (Arcadis) <i>or</i>	36 Building a High-Impact Executive Sponsor Program (HP) <i>or</i>	
5 Building Trust as a Strategy	19 Executing Customer Strategy: Let the Games Begin!			
SAM Tech Labs: 5:00–6:00pm				

10:00am–12:00pm

1:00–2:30pm

3:00–4:30pm

Day Two: Tuesday, May 17, 2011

	Essentials of SAM: Foundational F	Essentials of SAM: Advanced A	SAM Prog. Design, Structure & Mgmt - Core Elements & Enablers P1	SAM Prog. Design, Structure & Mgmt - Next-Level Best Practices P2	Executive Strategy and Decision-Making E
9:30–11:00am	4 Selling to Procurement: Strategies that Improve Win Rates <i>(3-hour workshop)</i> <i>or</i>	12 Relationship Intelligence & Influence Management <i>or</i>	23 Define, Establish and Brand the Position of Strategic/Global Account Manager (Hilton, Nalco Co., Siemens, Xerox) <i>or</i>	40 Capturing and Sharing Best Practices Globally (Cushman & Wakefield) <i>or</i>	44 Enabling Business through an Enterprise Social Network (Microsoft) <i>or</i>
	6 Communication Skills for Successful Negotiators <i>or</i>	14 Intro. to Winning With Customers: How to Quantify & Improve Your Differential Value Proposition <i>(3-hour workshop)</i> <i>or</i>	27 Selecting the Right Accounts for Maximum Profitable Growth <i>or</i>	41 Selling the Value of Social Software Adoption in the Enterprise (IBM) <i>or</i>	45 How to Build and Implement a Solutions Business (Schneider Electric) <i>or</i>
	7 Introduction to Keys to Effective Strategic Account Planning <i>(3-hour workshop)</i> <i>or</i>	17 Managing a Strategic Account Relationship in China <i>(3-hour workshop)</i> <i>or</i>			
11:30am–1:00pm	4 Selling to Procurement: Strategies that Improve Win Rates <i>(3-hour workshop cont'd)</i> <i>or</i>	13 SAMs & Senior Executives: A Field Level View of Executive Sponsorship <i>or</i>	26 Elements that Differentiate Strategic Account Planning (Analog Devices) <i>or</i>	37 Sourcing & Selecting the Right Talent (DHL, SKF, Schneider Electric) <i>or</i>	46 Business Case: The Role of the Client Director (Cisco Systems, Inc.) <i>or</i>
	7 Introduction to Keys to Effective Strategic Account Planning <i>(3-hour workshop cont'd)</i> <i>or</i>	14 Intro. to Winning With Customers: How to Quantify & Improve Your Differential Value Proposition <i>(3-hour workshop cont'd)</i> <i>or</i>	29 Moving from a Decentralized to Multinational SAM Program and Aligning the Organization (Xerox, Part I) <i>or</i>	39 Creating and Executing an End-to-End Sales Methodology (HP) <i>or</i>	
	8 Introduction to Financial Fundamentals for SAMs <i>or</i>	17 Managing a Strategic Account Relationship in China <i>(3-hour workshop cont'd)</i> <i>or</i>			
2:00–3:30pm	3 Introduction to Creating & Communicating Value at the CxO Level <i>or</i>	11 Co-Creating Business Value with Your Customer <i>or</i>	28 Intro. to Optimizing Sales Force & Support Resource Coverage for Strategic Customers <i>or</i>	36 Building a High-Impact Executive Sponsor Program (HP) <i>or</i>	47 Recognizing Product Lifecycle Management Value in a Digital Collaborative Environment (Siemens) <i>or</i>
	5 Building Trust as a Strategy <i>or</i>	16 Best Practices for Consistently Preparing for a Complex Negotiation (Nalco Company) <i>or</i>	31 Diagnosing Organizational Misalignment <i>or</i>	38 Moving up the Strategic Food Chain—the Critical Roles of Industry Vertical Alignment & GAM are Woven Together (Xerox, Part II) <i>or</i>	
	9 Establishing Priorities in Your Strategic Account Territory (Convio) <i>or</i>	18 Cultural Intelligence: Building Trust and Getting Results in Global Markets (American Institute of Physics) <i>or</i>			

SAM Tech Labs: 4:00–5:00 pm

Day Three: Wednesday, May 18, 2011

Essentials of SAM: Foundational F	Essentials of SAM: Advanced A	SAM Prog. Design, Structure & Mgmt - Core Elements & Enablers P1	SAM Prog. Design, Structure & Mgmt - Next-Level Best Practices P2	Executive Strategy and Decision-Making E	
2 SAM Skills for Transitioning from a Product-Centric to Customer-Centric Approach <i>(3-hour workshop)</i> <i>or</i>	14 Introduction to Winning With Customers: How to Quantify and Improve Your Differential Value Proposition <i>(3-hour workshop)</i> <i>or</i>	24 An Onboarding Program for Key Account Managers (Autodesk) <i>or</i>	35 Account Management Tools as Enablers of Successful Global Collaboration (Siemens) <i>or</i>	48 Transforming Global Accounts Programs (HP)	9:00-10:30am
6 Communication Skills for Successful Negotiators <i>or</i>	18 Cultural Intelligence: Building Trust and Getting Results in Global Markets (American Institute of Physics) <i>or</i>	26 Elements that Differentiate Strategic Account Planning (Analog Devices) <i>or</i>	39 Creating and Executing an End-to-End Sales Methodology (HP) <i>or</i>		
7 Introduction to Keys to Effective Strategic Account Planning <i>(3-hour workshop)</i> <i>or</i>	20 "Magnetize" Yourself to Successfully Lead a Global Customer Team <i>or</i>	30 Innovation as a Differentiator (CHEP) <i>or</i>			
2 SAM Skills for Transitioning from a Product-Centric to Customer-Centric Approach <i>(3-hour workshop cont'd)</i> <i>or</i>	14 Introduction to Winning With Customers: How to Quantify and Improve Your Differential Value Proposition <i>(3-hour workshop cont'd)</i> <i>or</i>	25 The Global Account Manager Career Path – a Framework for Driving Global Client Leadership (Arcadis) <i>or</i>	34 Selling ROI to the CxO (NetApp) <i>or</i>		11:00am-12:30pm
7 Introduction to Keys to Effective Strategic Account Planning <i>(3-hour workshop cont'd)</i> <i>or</i>	15 Black Hole Bids and More - Demystifying Procurement <i>or</i>	27 Selecting the Right Accounts for Maximum Profitable Growth <i>or</i>	41 Selling the Value of Social Software Adoption in the Enterprise (IBM) <i>or</i>		
9 Establishing Priorities in Your Strategic Account Territory (Convio) <i>or</i>	16 Best Practices for Consistently Preparing for a Complex Negotiation (Nalco Company) <i>or</i>	31 Diagnosing Organizational Misalignment <i>or</i>			

**Agenda subject to change. Please refer to the on-site schedule for all times and locations.*

Thank you to our generous sponsors!



F Focus Area: Essentials of Strategic Account Management - Foundational

Recommended for:

- New and developing strategic account managers (SAMs)
- Managers with SAM direct reports and executives new to strategic account management
- Professionals who develop and coach SAMs

Sessions cover fundamentals of the strategic account manager position, including the roles, responsibilities, activities and behaviors essential to managing a strategic customer for optimal growth and profitability.

1 Strategic Thinking: the Essential Ingredient of a Strategic Account Manager

Monday, May 16 | 10:00am-12:00pm (2-hour TrackMeet) **F**

The essence of SAM is to develop a long-term, strategic relationship with customers who are central to the future success and growth of their company. To do so requires the attribute and skill of strategic thinking. This interactive session will help you break down both the framework and tools you will need to elevate your strategic thinking.

Learn how to:

- Extend the business relationship horizon of time by considering both the current situation and future scenarios
- Generate superior insights into value chain and customer business drivers
- Make strategic choices to bring intense focus on the right opportunities and leverage enterprise-wide resources
- Assess the relative competitive strength of the customer's value proposition



Moderators:
Philip Styrlund, CEO,
The Summit Group



and James Robertson,
Vice President, Business
Development,
The Summit Group

2 SAM Skills for Transitioning From a Product-Centric to Customer-Centric Approach

Monday, May 16 | 1:00-4:30pm **and** Wednesday, May 18 | 9:00am-12:30pm (3-hour workshop) **F**

Strategic account managers are under more pressure than ever to sell the value of their solutions rather than product benefits or price. Anyone can win a price war at less than desired margin levels. Learn how SAMs can gain competitive advantage using a differentiated, customer-centric approach to selling and account management.

Learn how to:

- Set the stage for a need for change and position your company as a business resource rather than vendor
- Develop strategies to gain and maintain the right customer knowledge
- Get credit for the value you bring to your customers
- Develop and deliver powerful customer-focused presentations



Presenters:
Mark Shonka,
Co-President, IMPAX



and Dan Kosch,
Co-President, IMPAX

3 Introduction to Creating & Communicating Value at the CxO Level

Monday, May 16 | 1:00-2:30pm **and** Tuesday, May 17 | 2:00-3:30pm (90-minute session) **F** 

Winning over customer executives is crucial for sustaining sales growth at strategic accounts. This session will equip you with strategies to engage executive-level buyers.

Learn how to:

- Understand how executives influence corporate investment
- Gauge the impact of finance on the customer's buying cycle
- Identify financial metrics used by executives to orient decision-making
- Link your solutions to executive-level business initiatives at your customer's company
- Tailor sales strategies, proposals and presentations to focus more on the relevant business and financial issues



Presenter:
James J. Meillo, President,
Executive Conversation, Inc.

4 Selling to Procurement: Strategies That Improve Win Rates

Monday, May 16 | 1:00-4:30pm **and** Tuesday, May 17 | 9:30am-1:00pm (3-hour workshop) **F**

How can you influence a purchasing manager who ignores your value and threatens you with disqualification if you step outside the formal procurement process? Real case examples from SKF, Zurich and other Global 2000 organizations demonstrate how different strategies can improve win rates.

Learn how to:

- Use practical strategies that can be immediately implemented
- Combat commoditization
- Cope with restrictive bidding rules
- Deal with blocked access, reverse auctions and external procurement consultants



Presenters:
Tony Hughes, CEO,
Huthwaite International



and Andy Moorhouse,
Consultant,
Huthwaite International

5 Building Trust as a Strategy

Monday, May 16 | 3:00-4:30pm **and** Tuesday, May 17 | 2:00-3:30pm (90-minute session) **F**

Trust is better built as a deliberate strategy than an optimistic outcome of other activity. This session will look at how you can intentionally build trust with all types of customers in one conversation with behaviors that underpin the strategy.

Learn how to:

- Measure the extent to which a customer trusts you
- Uncover customer value drivers quickly
- Open conversations to encourage your customers to talk to you because they want to, not because they have to
- Uncover real needs in minutes and prove you want to help the customers rather than sell them something



Presenter:
Keith Dugdale, Founder,
IOWEU International

6 Communication Skills for Successful Negotiators

Tuesday, May 17 | 9:30-11:00am **and** Wednesday, May 18 | 9:00-10:30am (90-minute session) **F**

In this session you will internalize a systematic communication process that will allow you to drastically improve your execution and ability to establish credibility and long-term relationships in an increasingly competitive marketplace.

Learn how to:

- Employ different methods to pose simple open questions
- Listen more effectively; employ a probing model to direct customers to "self-discover" their needs
- Collaborate on the customer's situation/solution to build rapport
- Strategically present features that best serve each customer's needs



Presenter:
Jeff Cochran, Master Facilitator,
Shapiro Negotiations Institute

7 Introduction to Keys to Effective Strategic Account Planning

Tuesday, May 17 | 9:30am-1:00pm **and** Wednesday, May 18 | 9:00-12:30pm (3-hour workshop) **F** 🍎

In today's competitive environment, strategic account managers cannot afford to waste time with fill-in-the-forms account planning. Instead, learn a deliberate approach to account planning that commits the entire extended account team to a realistic program for the customer.

Learn how to:

- Identify key components of an actionable, value-focused account plan
- Balance short-term revenue and long-term relationship goals
- Focus your account planning process on what your customer values most
- Benchmark your current account planning process against a set of industry standards



Presenter:
Steve Andersen, President
and Managing Director,
Performance Methods, Inc.

8 Introduction to Financial Fundamentals for SAMs

Tuesday, May 17 | 11:30am-1:00pm (90-minute session) **F** 🍎

Developing a fundamental understanding of finance will build your credibility and value when engaging with customer executives.

Learn how to:

- Employ financial metrics used by executives to orient decision-making
- Understand key income statement basics to support your executive conversation
- Link measurable value to your solutions



Presenter:
James J. Meillo, President,
Executive Conversation, Inc.

9 Establishing Priorities in Your Strategic Account Territory (Convio)

Tuesday, May 17 | 2:00-3:30pm **and** Wednesday, May 18 | 11:00am-12:30pm (90-minute session) 

How do you determine where to spend your time in your strategic account territory? How do you decide what is the right coverage for your strategic customers? Explore these questions in this high-energy session where we'll share tools to equip you to make informed decisions about where to best spend your valuable time and attention.

Learn how to:

- Establish criteria for judging your opportunities and key accounts
- Determine the importance and relevance of each criterion
- Evaluate your top accounts and opportunities using a consistent process
- Develop a work and time management plan for your team to be successful in each quadrant of opportunities and accounts



Presenters:
Sara Spivey, Chief
Marketing Officer, Convio



and Mike Morton,
Managing Partner,
Critical Path Strategies

Focus Area: Essentials of Strategic Account Management - Advanced

Recommended for:

- Senior-level SAMs with several years' experience managing strategic customers
- Managers with SAM direct reports and executives seeking to raise the level of SAM competency and performance

Sessions address the strategy and discipline of advanced SAM and facilitate the peer exchange of experience and insights in managing highly complex customers.

10 Fast-Track Your Customer: Accelerate the Sales Cycle With Initial Information Accuracy

Monday, May 16 | 10:00am-12:00pm (2-hour TrackMeet) 

Educate your customers and at the same time, provide them with the right information in your first engagement. Understand the client's data filters and drivers to influence the methodology of data presentation. Leading procurement executives will challenge you with real scenarios to create an effective approach to winning customer business in accelerated time frames.

Learn how to:

- Understand the needs of procurement professionals
- Determine what planning information can move you faster to a win
- Recognize the pitfalls and opportunities for the supplier
- Create customer strategies and proposals that gain immediate attention

Panelists:

Michelle Smith, EIT Supplier Management Sr. Consultant, Cardinal Health
Wayne S. Evans, Head of Procurement, Americas, DHL Global Business Services
and Ian O'Brien, Vice President, Strategic Sourcing, American Cancer Society, Inc.



Moderator:
Kimberly Smokey,
Director, Value Creation,
HCM Works, Inc.

11 Co-Creating Business Value With Your Customer

Monday, May 16 | 1:00-2:30pm **and** Tuesday, May 17 | 2:00-3:30pm (90-minute session) 

This session will help you design solutions that align directly with the customer's business objectives. This is accomplished by deepening insights and understanding business drivers, customers' needs and the value your customers seek to extend to *their* customers. Focus on expanding collaborative relationships to proactively create relevant solutions, communicate compelling, distinctive value propositions and deliver higher-order customer value.

Learn how to:

- Gain access to and engage customer executives
- Creatively develop and articulate value propositions that leverage the entire asset base of your organization into the offer
- Explore the meaning of customer initiatives and proactively introduce creative sales solutions
- Leverage your organization to facilitate customers' success



Presenter:
Philip Styrlund, CEO,
The Summit Group

12 Relationship Intelligence & Influence Management

Monday, May 16 | 1:00-2:30pm **and** Tuesday, May 17 | 9:30-11:00am (90-minute session) 

This session explains why networking is so important in the strategic selling process. It will explain effective networking, explain how to represent power issues and deal with them at the strategic account level and conclude that the heart of next-generation account management is sharing relationships, hunting in packs and coordinating with peers beyond the relationship matrix.

Learn how to:

- Identify and quickly gain access and influence with decision-makers and key influencers by analyzing clients' power issues
- Use leverage to increase the power of personal networks to open new avenues of access to targeted markets
- Manage strategic relationships—key decision-makers, influencers and stakeholders—as company assets



Presenter:
Hervé Debaecker,
Chief Methodologist and
Co-Founder, Perffluence

13 SAMs & Senior Executives: a Field-Level View of Executive Sponsorship

Monday, May 16 | 3:00-4:30pm **and** Tuesday, May 17 | 11:30am-1:00pm (90-minute panel session) 

The company's executive sponsor plays a vital role on the account team in strengthening the C-level customer relationship and improving access, speed and account penetration. Join this open panel discussion with experienced strategic/global account managers and executive sponsors to better understand how to leverage the powerful resource of an executive sponsor.

Learn how to:

- Be an effective SAM in driving and leading executive involvement
- Define the role and accountability of the executive sponsor on the account team
- Strategize executive-to-executive relationships within strategic accounts
- Incorporate and leverage executive sponsor activity for major initiatives

Panelists:

Chris Morrison, Strategic Account Manager, Nalco Company
Mary Kay Kaufman, Chief Marketing Officer, Nalco Company
Mike Bukovitz, Team Leader, Kimberly-Clark Alliance, Schneider Electric
and Tyrone Morris, Client Managing Director, Xerox



Moderator:
Dennis J. Chapman,
Founder, President and
CEO, The Chapman Group

14 Introduction to Winning With Customers – How to Quantify & Improve Your Differential Value Proposition

Tuesday, May 17 | 9:30am-1:00pm **and** Wednesday, May 18 | 9:00am-12:30pm (3-hour workshop)  

Leading B2B companies focus on making their customers more money than their competitors and getting their fair share, otherwise known as winning with customers. Do your customers make more money doing business with you? Learn about an economically rigorous customer conversation quantifying your differential value proposition from your customer's perspective and providing a win-win road map for growth.

Learn how to:

- Transform customer conversations from tactical to collaborative
- Quantify how you make your customer more money than your competitors
- Understand your customer's perspective on how to make the customer more money today and in the future
- Improve planning and execution with various types of customers



Presenter:
Brian Kiep, Vice President,
Valkre Solutions

15 Black Hole Bids & More – Demystifying Procurement

Monday, May 16 | 3:00-4:30pm **and** Wednesday, May 18 | 11:00am-12:30pm (90-minute session) 

Curious about that bid that went into a black hole and was never heard from again? What could be done to provide a compelling value proposition that will attract a buyer's attention? This session will cover tactics and strategies that have been successful in winning business along with the concepts that failed and should be avoided.

Learn how to:

- Gain a better understanding of the mind of the buyer
- Grasp concepts that will result in closing more business
- Get candid responses from the voice of the customer



Presenter:
Wayne S. Evans,
Head of Procurement,
Americas, DHL Global
Business Services

16 Best Practices for Consistently Preparing for a Complex Negotiation (Nalco Company)

Tuesday, May 17 | 2:00-3:30pm **and** Wednesday, May 18 | 11:00am-12:30pm (90-minute session) 

Most SAMs are adept at implementing a sales process to sell value. The trouble begins when buyers erode that value and focus on price and giveaway pressure. Learn a “negotiation blueprint” structure to systematically manage every deal with better outcomes. Nalco will share best practices using this blueprint with extremely compelling results.

Learn how to:

- Find ways to create measurable business value by taking pressure off price
- Use creative trades to add customer value without adding cost
- Prepare multiple options for your customer to maximize your outcome
- Apply a structured and process-oriented approach to align your internal negotiation team



Presenters:
James Ford, Global
Business Manager, Key
Accounts, Nalco Company



*and Carrie Welles,
Vice President, Global
Customer Management,
Think! Inc.*

17 Managing a Strategic Account Relationship in China

Tuesday, May 17 | 9:30am-1:00pm (3-hour workshop) 

Even the most experienced global account managers face new challenges, and many familiar tasks take on new complexity when the customer is a Chinese company. Using case study examples provided by the moderator, invited panelists and session participants, this session will provide insights as to what a strategic/global account manager should expect and how he/she could respond.

Learn how to:

- Understand how a Chinese company may view attempts to build a strategic relationship
- Find the right relationship champion in a Chinese company
- Adjust to the need for consistency and familiarity
- Prepare for the “extended family” that will be part of your strategic relationship
- Understand the factors that drive your customer’s success in China

Panelists: TBA



Moderator:
David Hartman, Partner,
Blue Canyon Partners

18 Cultural Intelligence: Building Trust & Getting Results in Global Markets (American Institute of Physics)

Tuesday, May 17 | 2:00-3:30pm **and** Wednesday, May 18 | 9:00-10:30am (90-minute session) 

Now more than ever, your ability to deal with international customer-supplier relationships and create results is the key success factor for driving revenue as well as profitability. Dissect the skills and practices for success in markets around the world—negotiate, solve problems, resolve conflicts, make decisions and manage groups to high performance in different cultural settings.

Learn how to:

- “Read” your counter-party’s expressions and interpretations
- Place behavior and communication in cultural context
- Diagnose situations using cultural intelligence
- Apply cultural intelligence in negotiations, conflict resolutions and decision-making



Presenters:
Roland D.J. Dietz,
President, Focused
Connections, Inc.



*and Darrell W. Gunter,
Chief Commercial Officer,
American Institute of Physics*

19 Executing Customer Strategy: Let the Games Begin!

Monday, May 16 | 3:00-4:30pm (90-minute session) 

Develop your account strategy knowledge and skills playing the “SAM2win Game.” In this innovative session you will play online against your peers to win the business of a strategic account. Based on the “Market2win Game” used in leading business schools, you will learn how to apply strategic marketing concepts to SAM. Get real-time feedback at the conference!

Learn how to:

- Segment an account into its appropriate opportunity areas
- Target the best opportunities for the future
- Position your company for success with superior value propositions
- Diagnose and deal with different procurement situations



Presenters:
Edmund Bradford,
Director, Malcolm
McDonald Marketing Ltd.



*and David Atkinson,
Managing Director,
Four Pillars Consulting*

Note: You will need to devote approximately 2 hours per week playing the game online for each of the 3 weeks before the conference. This can be done to suit your schedule.

20 “Magnetize” Yourself to Successfully Lead a Global Customer Team

Monday, May 16 | 1:00-2:30pm **and** Wednesday, May 18 | 9:00-10:30am (90-minute session) 

As a global team leader, your mission is to find the right team members across the company and motivate them to deliver on existing client commitments and help create growth opportunities by prioritizing your account in their country or region. Success in this daily mission requires what one Xerox Client Managing Director describes as “magnetism.”

Learn how to:

- Seize the autonomy that comes with influencing without direct authority
- Manage the matrix, your time and your travel
- Motivate and leverage the extended team to create continual growth
- Optimize your support system



Presenter:
Tyrone Morris, Client
Managing Director,
Xerox

P1 Focus Area: SAM Program Design, Structure and Management: Core Elements & Enablers

Recommended for:

- SAM, sales, marketing and sponsor executives engaged in planning, launching or improving a new strategic accounts program/initiative
- Managers with SAM direct reports and other SAM program support professionals
- Strategic account managers seeking an understanding of the overall context and shift to a customer-centric culture

Sessions examine vital capabilities and enablers for developing and sustaining a strategic accounts group, from organizational modeling to performance measurements.

21 Organizational Enablers of a Strategic Customer Relationship

Monday, May 16 | 10:00am-12:00pm (2-hour TrackMeet) 

Strategic customer management does not rest exclusively on the talent of the strategic account manager. The whole organization has a significant role to play to facilitate and support the SAM process and hence to obtain superior business results. Discuss the practical aspects of these critical organizational enablers from sometimes differing executive management and SAM perspectives.

Learn how to:

- Understand and prioritize the key organizational enablers that facilitate the SAM process
- Practically consider how a strategic account manager will draw on (and depend upon) these enablers to optimize results at the customer
- Anticipate the barriers and obstacles that can hinder these enablers and to find/propose solutions to prevent or remove them
- Summarize a road map of enablers for your company that will ensure strategic account business success



Presenters:
Mike Bukovitz, Team
Leader, Kimberly-Clark
Alliance, Schneider Electric



*and Bernard Quancard,
President and CEO,
SAMA*

22 Introduction to Critical Management Building Blocks for Planning an Effective Strategic Accounts Program

Monday, May 16 | 1:00-4:30pm (3-hour workshop)  

If you are considering a new approach to a few selected strategic customers, launching a strategic accounts program or seeking to drive your program to the next level, this session combines insights and work-group experience to address four critical building blocks of your SAM initiative: 1) setting the program strategy and value proposition, 2) executive sponsorship and support, 3) account selection criteria and 4) internal and external alignment.

Learn how to:

- Structure a full SAM program overview for design and implementation
- Capture best-practice insights, tools and work-group takeaways on strategy, top-level engagement, selecting the right accounts and alignment
- Focus on helping to move your program to the next level through workshop exercises with your peers



Presenter:
Michael Stevens,
Partner, Performance
Methods, Inc.

23 Define, Establish & Brand the Position of Strategic/Global Account Manager (Hilton, Nalco Company, Siemens, Xerox)

Monday, May 16 | 1:00-2:30pm **and** Tuesday, May 17 | 9:30-11:00am (90-minute session) **P1**

Establishing a clear and differentiated role for the strategic/global account manager position will challenge a firm's status quo, organizational structure and especially the sales and HR organizations. Yet it is essential to enable the entire SAM/GAM initiative.

Learn how to:

- Align the SAM job and skill set to the corporate customer strategy and goals
- Structure the level(s) and reporting of the SAM position within the enterprise
- Define the talent qualifications, compensation and career opportunities
- Brand and align the enterprise to retain and sustain strategic customer priorities

*Panelists: Denise Lodrige-Kover, VP, Global Strategic Account Management, Hilton Worldwide
James Ford, Global Business Manager, Key Accounts, Nalco Company
Matthias Reuter, Corporate Human Resources, Siemens AG
and Cam Hyde, SVP, Global Account Operations, Xerox*



Moderator: TBA

24 An Onboarding Program for Key Account Managers (Autodesk)

Wednesday, May 18 | 9:00-10:30am (90-minute session) **P1**

In the past year, Autodesk implemented a comprehensive sales onboarding program that drives enterprise customer revenue and success while also increasing sales productivity for the KAM. This session will guide you through the process for developing a successful onboarding program as well as define critical design elements that you should consider for your program.

Learn how to:

- Establish the process steps and checkpoints for creating a multifaceted onboarding program
- Leverage the entire organization to ensure an impactful onboarding experience
- Scale your onboarding program for the entire sales organization
- Build a hands-on simulation to enable KAMs to immediately apply new knowledge
- Measure the success of your onboarding program



*Presenters:
Michael Dickson,
Director of Americas,
Global Sales Operations,
Autodesk*



*and Jim Sides,
Vice President, Global
Sales Operations, Autodesk*

25 The Global Account Manager Career Path – a Framework for Driving Global Client Leadership (Arcadis)

Monday, May 16 | 3:00-4:30pm **and** Wednesday, May 18 | 11:00am-12:30pm (90-minute session) **P1**

At Arcadis, the ambition of creating a global account manager career track was to drive global leadership by standardizing and professionalizing the entire GAM program across 11 geographic operating businesses and 4 global business lines. Hear the lessons learned and the resulting framework for developing and implementing a global career track for GAMs in a highly matrixed organization.

Learn how to:

- Solicit executive board support and approval and reach consensus across multiple operating businesses and business lines
- Create a career ladder and clearly defined GAM positions at multiple levels
- Develop and use core competencies for selection and development of GAMs
- Design and effectively use a standardized GAM performance plan and incentive compensation program across multiple operating businesses



*Presenter:
Mark Fenner,
Director, Multinational
Client Program, Arcadis*

26 Elements That Differentiate Strategic Account Planning (Analog Devices)

Tuesday, May 17 | 11:30am-1:00pm **and** Wednesday, May 18 | 9:00-10:30am (90-minute session) **P1**

Analog Devices utilizes a 10-step account planning process to connect to overarching business plans within the company, drive investment decisions and align internal resources. In this interactive session, attendees will participate in examining the key elements within their own account planning process as well as view examples of real account plans to tangibly understand the entire process.

Learn how to:

- Demonstrate how multifunctional teams work collaboratively to create account plans
- Define the key roles and responsibilities of team members
- Share key concepts such as moving from transactional to collaborative to strategic and what it means to "move left" within the selling cycle



*Presenters:
George Smalanskas,
Dir. of Worldwide
Sales, Learning & Dev.,
Analog Devices*



*and Mike Peters,
Managing Director,
Whitespace Consulting*

27 Selecting the Right Accounts for Maximum Profitable Growth

Tuesday, May 17 | 9:30-11:00am **and** Wednesday, May 18 | 11:00am-12:30pm (90-minute session) **P1**

Given the impact of a SAM program, it's critical to ensure the that "right" accounts are selected, developed and occasionally "thinned" to deliver maximum value. This session is intended for both new and existing SAM programs to help decision-makers develop a methodology to maintain the balance of growth and profit potential as well as overall program manageability.

Learn how to:

- Develop a systematic approach for account selection/de-selection that will ensure sustainable optimum growth and return on resources
- Determine the "right" number and mix of customers for your SAM program
- Use the selection process to gain buy-in within your company



Presenter:
David Macaulay,
Principal, Growth
Engineering, LLC

28 Introduction to Optimizing Sales Force & Support Resource Coverage for Strategic Customers

Tuesday, May 17 | 2:00-3:30pm (90-minute session) **P1** 🍓

This session takes a holistic view of the entire sales organization and provides insight into the leading approaches for optimizing strategic accounts programs and support resource sizing, allocation and deployment for maximum performance impact. Leading concepts and frameworks will be shared in conjunction with practical case examples and self-assessment exercises.

Learn how to:

- Approach account segmentation and selection of strategic accounts for purposes of coverage optimization
- Define critical selling and service activities, effort requirements and profit impact
- Optimize sales and service force size and allocation
- Leverage the sales process to ensure the right resources on the right opportunities at the right time



Presenter:
Mike Moorman,
Managing Principal,
ZS Associates

29 Moving From a Decentralized to Multinational SAM Program & Aligning the Organization (Xerox, Part I)

Tuesday, May 17 | 11:30am-1:00pm (90-minute session) **P1**

Corporate organizations are constantly evolving and having an impact on the strategic/global accounts program. Hear about and discuss the Xerox journey, including the key phases and transitions that have been a part of the process of growing and learning what has worked and what has not.

Learn how to:

- Weigh SAM organization design elements pros and cons
- Decide requirements for implementation
- Determine roles that other organizations play in your decisions
- Realize the top 5 priorities of reorganization



Presenter:
Stephen Perry,
Director of Strategy & Planning
Global Accounts, Xerox

Note: Xerox, Part II is Session 38

30 Innovation as a Differentiator (CHEP)

Wednesday, May 18 | 9:00-10:30am (90-minute session) **P1**

Having an intimate knowledge of your customer's requirements drives innovation. A free-flowing exchange of information allows you to jointly design, test-drive and validate new offerings and improve existing ones. Collaborating on continuous improvement is a competitive advantage for you—and your customer.

Learn how to:

- Drive innovation and investment toward common goals with your customer
- Leverage customer give-and-take to generate new product/service ideas
- Mitigate risk through collaborative problem-solving
- Scale innovative solutions around the globe



Presenters:
Derek Hannum, Vice
President, Marketing,
CHEP



and Ken Evans,
Managing Partner,
Critical Path Strategies

31 Diagnosing Organizational Misalignment

Tuesday, May 17 | 2:00-3:30pm **and** Wednesday, May 18 | 11:00am-12:30pm (90-minute session) **P1**

Many SAM programs are internally wired for failure, but don't know it. This session will help you uncover those few critical misalignments causing your SAM program to underperform, then show how to take corrective action to remove internal barriers causing organizational drag.

Learn how to:

- Use a process for assessing organizational alignment to pinpoint alignment inefficiencies
- Achieve cross-functional alignment around your SAM revenue strategy
- Understand why your SAMs are saying, "The internal sale is harder than the external sale"
- Overcome internal politics in creating support for your SAM program



Presenter:
LaVon Koerner,
President and Chief Revenue
Officer, Revenue Storm

Note: All participants will be provided the opportunity to deploy the Alignment Visibility Index™ diagnostic tool to benchmark their organization's alignment and support against high-performing SAM programs in other companies.

P2 Focus Area: SAM Program Design, Structure and Management: Next-Level Best Practices

Recommended for:

- SAM, sales, marketing and sponsor executives engaged in taking an existing SAM program or initiative to the next level
- Executives seeking to benchmark other established strategic/global account organizations

Sessions feature best-practice examples of strategic/global account organizations and specific SAM capabilities and enablers.

***Pre-Conference Special Session* – 32 Business Case: Decisions on Organization Design That Drive Internal Efficiency and Customer Alignment (Siemens)**

Sunday, May 15 | 2:00-4:00pm (Special 2-hour session) **P2**

Organizational efficiency of a company's (global) strategic account initiative can be optimized via a setup that aligns the enterprise and avoids conflicts. Also, internal efficiency (speed), the customer value creation process and efficiency in delivery are driven. Bold and innovative organization design decisions by the C-level can dramatically support this approach. These decisions incorporate key strategy, business model, market and customer factors.

Key topics:

- How the customers impact the analysis and decision process for a more efficient SAM organization
- How organization design translates into the key areas of SAM positions, reporting relationships, roles and responsibilities, authorities, governance and coordination processes
- How an efficient positioning of supporting functions (program office, HR, etc.) can dramatically impact the new SAM organization efficiency
- How Siemens has derived and documented key benefits and business results from an organization redesign



Presenters:
Dr. Hajo Rapp,
VP of Account Management
and Market Development,
Siemens AG



and Mike Moorman,
Managing Principal,
ZS Associates

33 Win-Loss Reviews – Sharpening Competitiveness by Reviewing Deal Outcomes (Microsoft)

Monday, May 16 | 10:00am-12:00pm (2-hour TrackMeet) **P2**

At Microsoft, the institutionalized win-loss review process provides the "performance intelligence" to increase win rates across strategic accounts and other customer segments, driven primarily by the value it provides the front-line sales teams and other key stakeholder groups. Challenge yourself to identify the uses and impact across a broad spectrum of stakeholders in sales, marketing and services.

Key topics:

- Trusting sellers as your primary intelligence source
- Methods for harnessing, analyzing and disseminating valuable insights
- Promoting alignment between sales and marketing
- Deal outcome factors that impact sales and marketing strategy



Presenter:
Rick Marcet, Program
Director, Worldwide
Sales Excellence,
Microsoft Corporation

34 Selling ROI to the CxO (NetApp)

Monday, May 16 | 1:00-2:30pm **and** Wednesday, May 18 | 11:00am-12:30pm (90-minute session) **P2**

In difficult times, hardly any company makes investment decisions without a convincing business case that identifies the measurable impact of its products, solutions and services. Many times, though, the customer is left to guess the value. NetApp will share the practical side of building a successful business case practice to support sales in its strategic accounts.

Key topics:

- Setting up an ROI business value sales practice, the key success factors and mistakes to avoid
- Engaging your customer in developing a business case and using the cost of delay to create urgency
- Successfully transforming the DNA of your sales practice from a product/technology focus to a business value focus



Presenters:
Hamut Pascha,
Sales Director, Financial
Solutions, EMEA, NetApp



and Peter Trix,
Managing Partner,
sales-genetics

35 Account Management Tools as Enablers of Successful Global Collaboration (Siemens)

Monday, May 16 | 3:00-4:30pm **and** Wednesday, May 18 | 9:00-10:30am (90-minute session) **P2**

Each account management system requires its specific tools as supporting framework. The higher the account coverage in countries and organizational units involved, the higher are the requirements on the content of the account management tool set. Join the discussion as Siemens shares its experience with the tools that most effectively enable its strategic/global account professionals across the company.

Key topics:

- The importance of tools
- Elements of an effective account management tool set
- Requirements for account management tools
- The application of those tools in the account management process



Presenter:
Martin Flurschuetz,
Account Management
Program Director, Siemens AG

36 Building a High-Impact Executive Sponsor Program (HP)

Monday, May 16 | 3:00-4:30pm **and** Tuesday, May 17 | 2:00-3:30pm (90-minute session) **P2**

An executive sponsor is a strong customer advocate, a catalyst for growth and a critical member of the extended account team. Hear how HP has evolved its executive sponsor program into a structured, measured and dynamic initiative that engages executive sponsors in strategic accounts, driving increased customer loyalty and long-term strategic growth.

Key topics:

- The building blocks of a high-impact executive sponsor program
- How to help your strategic account managers leverage the executive sponsor to develop deep executive-level customer relationships and winning growth strategies
- How to avoid the most common pitfalls
- Best practices for expanding and developing your program



Presenters:
Lauren Tellier, Prog. Mgr,
WW Enterprise Sales
Strategy & Planning, HP



and Elizabeth Strong,
Partner, Performance
Methods, Inc.

37 Sourcing & Selecting the Right Talent (DHL, SKF, Schneider Electric)

Monday, May 16 | 1:00-2:30pm **and** Tuesday, May 17 | 11:30am-1:00pm (90-minute panel session) **P2**

It used to be that we measured "coverage" in terms of "head-count." Now, it's all about getting the most competencies in the fewest bodies to cover the most market space. Experienced GAM program executives share their companies' approach to identifying and locating the right SAMs and GAMs for the right customers.

Key topics:

- Improving "time to performance" through better selection practices
- How to "know one when you see one" in hiring
- How to avoid over-investing in a poor performer
- Distinguishing attributes vs. skills

Panelists: Chris Jensen, Senior Vice President and Global Industry Director, DHL
Jon Stevens, Vice President, Key Account Management and Marketing, SKF
and Christian Wiest, Executive Vice President, Schneider Electric



Moderator:
LaVon Koerner,
CEO and Chief Revenue
Officer, Revenue Storm

Note: All participants will be provided the opportunity to benchmark their SAMs against high-performing SAMs.

38 Moving up the Strategic Food Chain – the Critical Roles of Industry Vertical Alignment and Global Account Management are Woven Together (Xerox, Part II)

Tuesday, May 17 | 2:00-3:30pm (90-minute session) **P2**

The global corporation is rapidly evolving, and the reality is that your SAM program will need to adapt. Are you addressing your client's global needs or are you just treating it as another large account? Taking a vertical approach is critical to ensure that you can maintain your "trusted advisor" position with the account. Industry alignment helps you keep pace with customer needs.

Key topics:

- The advantages of industry alignment
- Impact on your corporation
- Getting started
- Top priorities



Presenter:
Cam Hyde, Senior Vice President and Corporate Officer, Global Account Operations, Xerox

Note: Xerox, Part I is Session 29

39 Creating & Executing an End-to-End Sales Methodology (HP)

Tuesday, May 17 | 11:30am-1:00pm **and** Wednesday, May 18 | 9:00-10:30am (90-minute session) **P2**

How do companies maximize the impact of their account planning, forecasting, opportunity management and pipeline management processes and programs? HP took the approach of integrating all four elements into a single end-to-end sales methodology that leveraged processes and content for more effective sales management, creating an integrated program worldwide.

Key topics:

- How to evaluate your existing account planning, forecasting, opportunity management and pipeline management processes
- Key strategies for integrating discrete programs into a single end-to-end sales methodology
- Supporting actions to drive change and adoption



Presenter:
Jeff Schmidt, WW Sales Process Lead, Hewlett-Packard

40 Capturing & Sharing Best Practices Globally (Cushman & Wakefield)

Tuesday, May 17 | 9:30-11:00am (90-minute session) **P2**

Learn how to develop a global practice program that captures ideas and innovations in a timely, effective manner and then transfers them into real actionable implementation strategies across multiple accounts.

Key topics:

- Establishing a best-practice competition among strategic account managers
- Utilizing technology to host and manage the practice program
- Invigorating and stimulating your SAMs with new ideas
- Enhancing client service through the continual adoption of best practices and fresh ideas



Presenters:
Bruce Ficke, Global Head of Client Solutions, Cushman & Wakefield



and Barbara Desmond, Global Practice Lead, Cushman & Wakefield

41 Selling the Value of Social Software Adoption in the Enterprise (IBM)

Tuesday, May 17 | 9:30-11:00am **and** Wednesday, May 18 | 11:00am-12:30pm (90-minute session) **P2**

How do we get employees to use company social software? What are the pains that using an internal social networking system helps fix? IBM shares the experience acquired from the planning and implementation of its social software adoption program as well as the results being achieved.

Key topics:

- Lessons learned from the social software implementation
- Considerations and the learning required to implement
- The impact on advocacy and task productivity and the value of transformation



Presenter:
Anna Dreyzin, Enablement Lead: Social Software Adoption (BlueIQ) and IBM Certified Learning Specialist, IBM

E Focus Area: Executive Strategy and Decision-Making

Recommended for:

- Senior and C-level executives governing overall SAM strategy and/or operations
- Senior-level SAMs in key decision-making roles or on an executive career path

Sessions focus on some of the top issues and concerns of senior decision-makers, in interactive formats.

42 SAMA Executive Exchange: Avoid Costly Mistakes and Accelerate Success in China*

**Class is restricted to senior- and C-level executive practitioners*

Monday, May 16 | 10:00am-2:00pm (3-hour event plus private networking lunch) **E**

Tomorrow's strategic accounts will reflect the evolving global economy. Some of them will be organizations headquartered in fast-growing emerging markets like China. Chinese firms or global firms having a strong Chinese character in their leadership and organization will expect their business partners to respond to product, price and other needs flexibly and quickly, at what has started to be called "China speed." Panelist case stories will spark discussion on these challenges. See full description on Page 25.

Key topics:

- The imperative of strategic relationships
- Product and price versus value
- The implications of China speed
- Avoiding costly mistakes/lessons learned

Panelists: TBA



Moderators:
George F. Brown Jr.,
CEO, Blue Canyon
Partners, Inc.



and David G. Hartman,
Partner, Blue Canyon
Partners, Inc.

43 Increase Profits Through Value-Based Pricing Strategies – A CEO View of Best Practices and Successful Implementations (Ardex)

Monday, May 16 | 3:00-4:30pm (90-minute session) **E**

Value-based pricing is by far the most innovative and effective approach for increasing a firm's profitability. This session will compare the three pricing orientations in B2B markets (cost, competitors and customer value) and share how Ardex Americas, a leader in a differentiated and premium segment, is moving toward value-based pricing and leading the organizational transformation.

Key topics:

- Empirical B2B research on companies that successfully completed the transition to value-based pricing
- Assessing customer value and translating that value into price
- Internalizing value-based pricing—implications for SAMs and GAMs (capabilities, methods, frames of references, team approach, etc.)
- Ardex Americas—CEO insights on organizational transformation and the SuperFlow product launch



Presenters:
Stephan Liozu,
CEO, Ardex Americas



and Andreas Hinterhuber,
Partner, Hinterhuber &
Partners, and Visiting
Professor, Bocconi University

44 Enabling Business Through an Enterprise Social Network (Microsoft)

Tuesday, May 17 | 9:30-11:00am (90-minute session) **E**

The use of social networks to drive customer reach forms an integral part of any successful sales and market strategy. This session will explore how Microsoft utilizes an internally developed social networking platform to create energy and collaboration dynamics across its geographically and culturally diverse enterprise global sales force.

Key topics:

- Getting from "cool" to "cool value"
- Just-in-time collaboration
- From siloed teams to dynamic community groups and virtual "villages"
- Strengthening community leadership



Presenter:
Rick Marcet,
Program Director,
Worldwide Sales
Excellence, Microsoft
Corporation

45 How to Build and Implement a Solutions Business (Schneider Electric)

Tuesday, May 17 | 9:30-11:00am (90-minute session) 

Institutionalizing solution selling in a B2B company remains a real challenge. Schneider Electric has been one pioneer in this area, and this session proposes to look at how solution selling was implemented, what are the hurdles and issues, how they were resolved and what were the business outcomes.

Key topics:

- Which strategic relationships lead to the design of solutions to meet customers' needs
- How to organize/institutionalize the design of solutions
- How to solve or circumvent the customer's and your own firm's internal barriers to deliver solutions that meet customer expectations
- How to get the best business results (growth, profitability, customer loyalty) from delivering customer-specific solutions



Presenter:
Harvey Dunham,
Solutions VP, Life Sciences/
Industrial Buildings,
Schneider Electric

46 Business Case: the Role of the Client Director (Cisco)

Tuesday, May 17 | 11:30am-1:00pm (90-minute session) 

A central element of the success of Cisco Systems Inc.'s next-generation global client experience has been the evolution of the client director role. This business case describes the customer-driven role definition of the Cisco client director. Key is the description of the client director as the customer CEO "owning" the business across the enterprise.

Key topics:

- How clients' needs and demands drive the definition of the client director role
- The role and level of authority of the client director in aligning Cisco to customer needs for value, coverage and other requirements
- The key attributes, skills, career path and training needs of the client director
- The client director metrics to manage and achieve performance (global customer P&L, customer loyalty metrics, etc.)



Presenters:
Grover Smith,
Vice President, Global
Accounts Program,
Cisco Systems, Inc.



and Peter Mathias,
President and CEO,
Mathias & Co.

47 Recognizing Product Lifecycle Management (PLM) Value in a Digital Collaborative Environment (DCE) (Siemens)

Tuesday, May 17 | 2:00-3:30pm (90-minute session) 

Siemens PLM is driving one of the main GAM programs within Siemens. In that environment the PLM Software Business Development consulting organization supports customer engagements by identifying the PLM business value. The approach is to work with company executives to understand their needs and business goals and identify opportunities for improvement with value-oriented recommendations.

Key topics:

- Common challenges and impediments encountered, the impact incurred and how to develop a business case to address them
- The benefits and business value that can be derived from adopting a DCE
- How successful companies are responding to the demands of a global product development environment
- The cost/benefit elements and how they align with tangible business value and quantified ROI goals



Presenters:
Gerald Deren,
Executive Director,
Business Development,
Siemens PLM



and Dan Cox,
Senior Manager, Business
Development Consulting,
Siemens PLM

48 Transforming Global Accounts Programs (HP)

Wednesday, May 18 | 9:00-10:30am (90-minute session) 

In 2010, HP made the strategic decision to transform its global accounts program, with focus on account selection and prioritization, GAM program offerings and re-definition of HP's most strategic sales role, the Account General Manager. Specific examples will demonstrate the challenges and opportunities of transformation and key results achieved to date.

Key topics:

- The key elements of a global accounts program and how they differentiate a company's capabilities
- Lessons learned from design to execution
- The process of developing accurate performance targets
- How strategic account managers can leverage their GAM program offerings to differentiate their value proposition



Presenter:
Alexis Langagne,
Vice President, Strategy &
Operations, Americas Region,
Hewlett-Packard

The SAMA Annual Conference Executive Exchange

Exclusive to the CSO, VP or Director of a strategic accounts program or executive in charge of a particular strategic account segment

Avoid Costly Mistakes and Accelerate Success in China

关系

(relationship)

Monday, May 16, 2011 | 10:00am – 2:00pm

Includes private networking lunch

Tomorrow's strategic accounts will reflect the evolving global economy. Some of them will be organizations headquartered in fast-growing emerging markets like China. Chinese firms or global firms having a strong Chinese character in their leadership and organization will expect their business partners to respond to product, price and other needs flexibly and quickly, at what has started to be called "China speed." Panelist case stories will spark discussion on these challenges.

Moderators George F. Brown Jr. and David G. Hartman of Blue Canyon Partners, Inc. will be joined by several executives who have had experience in managing strategic relationships in China and other emerging markets.

The stage will be set with models of global account management appropriate for the environment in markets like China. Invited executives will share a number of case studies that involve managing customer relationships in China, including several success stories and others best characterized as "learning experiences."

Topics

- What to expect from a Chinese strategic account—and what it will expect from you
- Managing relationships that cross multiple borders, including ones that aren't as familiar as others
- The implications of managing relationships with customers that believe they should have a role in your personnel, product and pricing decisions
- Lessons learned—how to generate a success story (and avoid a horror story) with a strategic account from an emerging market like China

Guest Panelists

TBA—check online for updated information at www.strategicaccounts.org

Moderators

George F. Brown Jr., CEO, Blue Canyon Partners

David G. Hartman, Partner, Blue Canyon Partners

Host

Geoff Williams, VP, Global Customers, Schneider Electric and President of SAMA Board of Directors

Schedule

7:30-8:30am	Breakfast with SAMA Annual Conference attendees
8:30-9:30am	Welcome and Conference Keynote, Dan Fortin, IBM
10:00am-1:00pm	Executive Exchange

Agenda:

- Introduction of participants
- Changes to the model—defining the challenges of tomorrow's strategic accounts
- 3 case studies—managing a Chinese strategic account
- Breakout discussions—getting ready for tomorrow
- Summary and synthesis

1:00-2:00pm Private Networking Lunch/adjourn



The Executive Exchange is Session 42 on the SAMA registration form. For questions, email cornell@strategicaccounts.org.



Grow Your Market Share: Invest in Your Team

With courses for every level of your SAM program, SAMA staff can assist you in recommending the right program agenda for your team members. By attending as a team, you can spread session coverage across your entire SAM group. For ideas on how to make the most of your team's Conference experience, contact Matt Fegley at (312) 251-3131, ext. 10, or fegley@strategicaccounts.org.

Strategic Planning Opportunity

Why spend additional resources on another off-site meeting in the near future, when you have all of the conveniences of the Annual Conference facilities? Take advantage of the fact that your entire team is on-site by scheduling a strategic planning meeting. With the help of SAMA's meeting staff, you can plan a pre- or post-Conference meeting with your entire group.*

Make the Annual Conference your strategic planning meeting. Bring your team to Orlando and maximize your travel and training budget.

Benefits

SAMA's Team Program offers many exclusive services to maximize the experience of each company that brings 10 or more paid attendees to the Conference, which include:

Special pricing

- Reserved tables at lunches and dinners
- Help arranging speakers to address your team privately**

Team pricing

Early Bird (ends 03/16/11)

Corporate: \$2070 Individual: \$2195 Non-member: \$2395

Regular (starts 03/17/11)

Corporate: \$2145 Individual: \$2270 Non-member: \$2490

*space is limited - requests fulfilled in order received

**subject to availability

Registration Information

Conference Registration Fees

	Early Bird Pricing (through 3/16/11)		Regular (after 3/16/11)	
	Solo	Team	Solo	Team
Corporate Member	\$2,220	\$2,070	\$2,295	\$2,145
Individual Member	\$2,345	\$2,195	\$2,420	\$2,270
Non-Member	\$2,545	\$2,395	\$2,640	\$2,490

Team = 10+ paid attendees from the same company

Registration fees include: conference materials & educational sessions, Sunday conference opening reception/dinner, Monday breakfast/lunch/reception, Tuesday breakfast/lunch/closing dinner, Wednesday breakfast and refreshment breaks. Registration fees do not include hotel or airport transportation arrangements.

Which Fee do I Pay?

Registration fees are based upon membership status. Memberships are either "individual" and provide membership benefits to only one person in your company, or "corporate" and cover every member of your company. For a list of companies that are eligible for corporate-level discounts, call 312-251-3131 ext. 28.

If you are not currently a member of SAMA, you may either pay the non-member fee or you can join by calling Frankie Cusimano at 312-251-3131 ext. 28.

Annual Conference Cancellation Policy

All cancellations must be submitted in writing (e-mail is fine). The cancellation/refund policy is as follows:

- Through April 1, 2011: Full refunds will be issued.
- April 2-15, 2011: Refunds will be issued minus a \$300 administrative fee.
- Starting April 16, 2011: **NO REFUNDS** will be issued regardless of the date the registration was submitted.
- Replacements are allowed at any time prior to the commencement of the 47th Annual Conference. Please be aware that additional fees may apply if the replacement has a different membership status. Replacements need to fill out the paper registration form and fax to the SAMA Office at +1 312 251 3132 as the online form requires payment. Please call the Meetings Dept. at +1 312 251 3131 ext. 38 for more information on replacements.

Conference Information

Attire:

- Conference attire is business casual including social events
- Please be aware that meeting rooms can be cool as temperature is difficult to regulate incrementally

Special Needs:

- Special dietary needs will be accommodated to the best of our ability
- SAMA complies with the Americans With Disabilities Act

Contact Rhodonna Espinosa, Meetings & Registration Manager, if you have questions or need further assistance. She can be reached at 312-251-3131 ext. 38 or espinosa@strategicaccounts.org.

Conference Venue

WDW Swan Dolphin Hotel
1500 Epcot Resorts Boulevard, P.O. Box 22653
Lake Buena Vista, FL 32830, USA

How to Make Your WDW Swan Dolphin Room Reservation

Hotel reservations can be made **after** you register for SAMA's 47th Annual Conference.

- **If you register online** for the conference: Simply click "Hotel Reservations," which is available on your personal conference homepage after you complete the registration process.
- **If you register via the paper registration form:** You will be able to make your hotel room reservation after you have received your confirmation from SAMA that will provide a link and password to your personal conference homepage.

–SAMA rate: \$219 (space is limited)

The cutoff for the WDW Swan Dolphin reservations is Thursday, April 21, 2011.

Rooms and rates are subject to availability starting April 22, 2011.

First Name _____ Last Name _____

Company _____ Parent Company _____

Job Title (will appear on badge) _____

Address _____

City _____ State / Province _____ Zip / Postal _____

Country _____ Phone # _____

Attendee E-Mail Address (required) _____ CC Confirmation E-Mail to: _____

I would like a meeting mentor

"Meeting Mentor" - a veteran attendee who will contact you before the Conference, meet you at the First Timer Orientation, show you around, introduce you to people and give you advice on how to get the most out of the meeting.

Payment Information

Payment must accompany your registration form.

Conference Fee \$ _____

Membership Fee \$ _____

(\$450, the new member initiation fee of \$100 is waived for Conference attendees)

Total Fee = \$ _____

Method of Payment

A: Credit Card: American Express Visa
 MasterCard Discover

Card Number _____

Cardholder Name (please print) _____ Exp. Date _____

Cardholder Signature _____

B: Check (payable to SAMA in U.S. dollars)
 Mail Check to: SAMA, 33 N. LaSalle St.
 Suite 3700, Chicago, IL 60602

Check enclosed Check in mail

C: Sending Wire Transfer
 Strategic Account Management Association
 Acct # 25010491101 ABA# 071922777
SWIFT CODE - FAMBUS44
 First American Bank
 1650 Louis Avenue, Elk Grove Village
 Illinois 60007-2350 USA

IMPORTANT: Please indicate Attendee's First Name, Last Name & Company Name on the Wire Transfer Details (thank you!)

Event Registration Questions (* required)

1.*Which one of the following most closely fits your primary role?

- a) National or regional strategic account manager
- b) Global strategic account manager
- c) Manager of national, regional or global strategic account managers
- d) SAM program head, director or other program level management role
- e) C-level/senior executive strategist, decision-maker, business unit head, country head
- f) Talent management/Learning & Development/HR
- g) Other functional role supporting strategic accounts (i.e. marketing, finance, IT, etc.)
- h) Consultant to the SAM or sales profession
- i) Academic faculty or researcher
- j) Other:

2.*How would you assess your current knowledge level of the concepts, processes and practices for strategic account management?

- a) Very low or none b) Low c) Medium
- d) High e) Very high/leading edge

3.*How would you assess your company's maturity in SAM?

- a) Very low or none b) Low c) Medium
- d) High e) Very high/leading edge

4.*What is your company's annual sales revenue?

- a) Under \$500M b) \$500M-\$1B c) \$1B-\$30B d) \$30B-\$75B e) \$75B+

5.*What is your firm's (or your division's) major industry?

- Accounting/Research/Management Services
- Agriculture
- Building/Construction
- Business Services
- Chemicals/Petroleum Refining/Rubber/Plastics/Leather/Glass
- Consumer Packaged Goods
- Computer Equipment – Hardware/Networking
- Computer Software
- Educational/Consulting/Associations
- Electronic/Electrical Equipment
- Engineering
- Finance/Insurance/Real Estate
- Food/Tobacco
- Health Services
- Hotels/Lodging
- IT
- Industrial and Commercial Machinery
- Lumber/Furniture/Paper/Printing
- Measuring/Analysing/Controlling Instruments
- Metal Industries
- Mining
- Motion Pictures/Amusement/Recreation
- Personal Services
- Pharmaceuticals
- Retail Trade (Brick and Mortar or Online)
- Telecommunications
- Textile/Apparel
- Transportation
- Transportation Equipment
- Utilities – Electric/Gas/Sanitary
- Wholesale Trade
- Other: _____

Optional:

6.Your age group: a) Under 25 b) 25-34 c) 35-49 d) 50-64 e) 65+

7.Your gender: a) Male b) Female

First Name (required)

Last Name (required)

2 Ways to choose your sessions

- 1.) Register online at www.strategicaccounts.org/AC2011 and choose your sessions after you have completed your payment.
- 2.) Fill out Page 1 of the paper form and you will receive access to the Conference website (via email) after we process your payment.

Completing The Session Selection Form

- Please place an **X** next to the session of your Choice under the choice column to the left of the session title.
- You can choose **2** (90 minute) sessions **OR 1** (3 hour) session for the indicated time periods.
- **Registration Questions:** Please call Rhodonna Espinosa at (312) 251-3131 ext. 38 or email espinosa@strategicaccounts.org

Need Help Deciding Which Classes are Best for You?

Call SAMA at 312-251-3131, ext. 0. Ask for assistance selecting conference sessions and be directed to a knowledgeable staff person; or email sessionhelp@strategicaccounts.org. Each session has a recommended audience to assist you in your selection.

Focus Areas:

Essentials of Strategic Account Management: Foundational - F

Sessions cover fundamentals of the SAM position, including the role, responsibilities, activities and behaviors essential to managing a strategic customer for optimal growth and profitability.

Essentials of Strategic Account Management: Advanced - A

Sessions address the strategy and discipline of advanced SAM and facilitate the peer exchange of experience and insights in managing highly complex customers.

SAM Program Design, Structure and Management: Core Elements & Enablers - P1

Sessions examine vital capabilities and enablers for developing and sustaining a strategic accounts group, from organizational modeling to performance measurements.

SAM Program Design, Structure and Management: Next Level Best Practices - P2

Sessions feature best practice examples of strategic/global account organizations and specific SAM capabilities and enablers.

Executive Strategy and Decision-Making - E

Sessions focus on some of the top issues and concerns of senior decision-makers, in interactive formats.



SAMA University/Academy sample session

*Session selection options are subject to change based on enrollment

Registration Session Selection Form

Sunday, May 15, 2011 (2-hour special session)

Choice	Time	Session Title	Focus	Pg.
	Sunday: 2:00 - 4:00pm	32 Business Case: Decisions on Organization Design That Drive Internal Efficiency and Customer Alignment (Siemens)	P2	20

Monday, May 16, 2011

Monday, May 16, 10:00am - 12:00pm

Choice	TrackMeets	Session Title	Focus	Pg.
	1	TrackMeet Strategic Thinking: the Essential Ingredient of a Strategic Account Manager	F	12
	10	TrackMeet Fast-Track Your Customer: Accelerate the Sales Cycle With Initial Information Accuracy	A	14
	21	TrackMeet Organizational Enablers of a Strategic Customer Relationship	P1	17
	33	TrackMeet Win-Loss Reviews – Sharpening Competitiveness by Reviewing Deal Outcomes (Microsoft)	P2	20
	42	SAMA Executive Exchange: Avoid Costly Mistakes and Accelerate Success in China (<i>Senior/C-level practitioners only</i>)	E	23

Choose: 1 (3 Hour) Session **OR** 2 (90 Minute) Sessions

Monday, May 16, 1:00 - 4:30pm

Choice	#	Session Title	Focus	Pg.
	2	SAM Skills for Transitioning from a Product-Centric to Customer-Centric Approach	F	12
	4	Selling to Procurement: Strategies that Improve Win Rates	F	13
	22	Introduction to Critical Management Building Blocks for Planning an Effective Strategic Accounts Program	P1	17

OR

Monday, May 16, 1:00 - 2:30pm

Choice	#	Session Title	Focus	Pg.
	3	Introduction to Creating & Communicating Value at the CxO Level	F	12
	11	Co-Creating Business Value with Your Customer	A	14
	12	Relationship Intelligence & Influence Management	A	15
	20	Magnetize* Yourself to Successfully Lead a Global Customer Team	A	17
	23	Define, Establish and Brand the Position of Strategic/Global Account Manager (Hilton, Nalco Company, Siemens, Xerox)	P1	18
	34	Selling ROI to the CxO (NetApp)	P2	21
	37	Sourcing & Selecting the Right Talent (DHL, SKF, Schneider Electric)	P2	21

Monday, May 16, 3:00pm - 4:30pm

Choice	#	Session Title	Focus	Pg.
	5	Building Trust as a Strategy	F	13
	13	SAMs and Senior Executives: A Field Level View of Executive Sponsorship	A	15
	15	Black Hole Bids and More - Demystifying Procurement	A	15
	19	Executing Customer Strategy: Let the Games Begin!	A	16
	25	The GAM Career Path – a Framework for Driving Global Client Leadership (Arcadis)	P1	18
	35	Account Management Tools as Enablers of Successful Global Collaboration (Siemens)	P2	21
	36	Building a High-Impact Executive Sponsor Program (HP)	P2	21
	43	Increase Profits through Value-Based Pricing Strategies – A CEO View of Best Practices (Ardex)	E	23

Monday, May 16th
SAM Tech Labs: 5:00 - 6:00 pm

First Name (required)

Last Name (required)

 SAMA University/Academy sample session

**Session selection options are subject to change based on enrollment*

Tuesday, May 17, 2011

Choose: 1 (3 Hour) Session **OR** 2 (90 Minute) Sessions

Tuesday, May 17, 9:30am - 1:00pm				
Choice	#	Session Title	Focus	Pg.
	4	Selling to Procurement: Strategies that Improve Win Rates	F	13
	7	Introduction to Keys to Effective Strategic Account Planning 	F	13
	14	Introduction to Winning With Customers: How to Quantify and Improve Your Differential Value Proposition 	A	15
	17	Managing a Strategic Account Relationship in China	A	16

OR

Tuesday, May 17, 9:30am - 11:00am				
Choice	#	Session Title	Focus	Pg.
	6	Communication Skills for Successful Negotiators	F	13
	12	Relationship Intelligence & Influence Management	A	15
	23	Define, Establish and Brand the Position of SAM (Hilton, Nalco Company, Siemens, Xerox)	P1	18
	27	Selecting the Right Accounts for Maximum Profitable Growth	P1	19
	40	Capturing and Sharing Best Practices Globally (Cushman & Wakefield)	P2	22
	41	Selling the Value of Social Software Adoption in the Enterprise (IBM)	P2	22
	44	Enabling Business through an Enterprise Social Network (Microsoft)	E	23
	45	How to Build and Implement a Solutions Business (Schneider Electric)	E	24

Tuesday, May 17, 11:30am - 1:00pm				
Choice	#	Session Title	Focus	Pg.
	8	Introduction to Financial Fundamentals for SAMs 	F	13
	13	SAMs and Senior Executives: A Field Level View of Executive Sponsorship	A	15
	26	Elements that Differentiate Strategic Account Planning (Analog Devices)	P1	18
	29	Moving from a Decentralized to Multinational SAM Prog. & Aligning the Org. (Xerox, Part I)	P1	19
	37	Sourcing & Selecting the Right Talent (DHL, SKF, Schneider Electric)	P2	21
	39	Creating and Executing an End-to-End Sales Methodology (HP)	P2	22
	46	Business Case: The Role of the Client Director (Cisco Systems, Inc.)	E	24

**Session selection options are subject to change based on enrollment*

Tuesday, May 17th
SAM Tech Labs: 4:00 - 5:00 pm

Tuesday, May 17, 2:00pm - 3:30pm				
Choice	#	Session Title	Focus	Pg.
	3	Introduction to Creating & Communicating Value at the CxO Level 	F	12
	5	Building Trust as a Strategy	F	13
	9	Establishing Priorities in Your Strategic Account Territory (Convio)	F	14
	11	Co-Creating Business Value with Your Customer	A	14
	16	Best Practices for Consistently Preparing for a Complex Negotiation (Nalco Company)	A	16
	18	Cultural Intelligence: Building Trust & Getting Results in Global Markets (AIP)	A	16
	28	Intro. to Optimizing Sales Force & Support Resource Coverage for Strategic Customers 	P1	19
	31	Diagnosing Organizational Misalignment	P1	20
	36	Building a High-Impact Executive Sponsor Program (HP)	P2	21
	38	Moving up the Strategic Food Chain (Xerox, Part II)	P2	22
	47	Recognizing Product Lifecycle Management (PLM) Value in a DCE (Siemens)	E	24

Wednesday, May 18, 2011

Choose: 1 (3 Hour) Session **OR** 2 (90 Minute) Sessions

Wednesday, May 18, 9:00am - 12:30pm				
Choice	#	Session Title	Focus	Pg.
	2	SAM Skills for Transitioning from a Product-Centric to Customer-Centric Approach	F	12
	7	Introduction to Keys to Effective Strategic Account Planning 	F	13
	14	Introduction to Winning With Customers: How to Quantify and Improve Your Differential Value Proposition 	A	15

OR

Wednesday, May 18, 9:00 - 10:30am				
Choice	#	Session Title	Focus	Pg.
	6	Communication Skills for Successful Negotiators	F	13
	18	Cultural Intelligence: Building Trust and Getting Results in Global Markets (AIP)	A	16
	20	"Magnetize" Yourself to Successfully Lead a Global Customer Team	A	17
	24	An Onboarding Program for Key Account Managers (Autodesk)	P1	18
	26	Elements that Differentiate Strategic Account Planning (Analog Devices)	P1	18
	30	Innovation as a Differentiator (CHEP)	P1	19
	35	Account Management Tools as Enablers of Successful Global Collaboration (Siemens)	P2	21
	39	Creating and Executing an End-to-End Sales Methodology (HP)	P2	22

Wednesday, May 18, 11:00am - 12:30pm				
Choice	#	Session Title	Focus	Pg.
	9	Establishing Priorities in Your Strategic Account Territory (Convio)	F	14
	15	Black Hole Bids and More - Demystifying Procurement	A	15
	16	Best Practices for Consistently Preparing for a Complex Negotiation (Nalco Company)	A	16
	25	The GAM Career Path – a Framework for Driving Global Client Leadership (Arcadis)	P1	18
	27	Selecting the Right Accounts for Maximum Profitable Growth	P1	19
	31	Diagnosing Organizational Misalignment	P1	20
	34	Selling ROI to the CxO (NetApp)	P2	21
	41	Selling the Value of Social Software Adoption in the Enterprise (IBM)	P2	22
	48	Transforming Global Accounts Programs (HP)	E	24



S A M A

What is the Strategic Account Management Association?

SAMA is the strategic account management profession's only non-profit membership organization devoted to advancing the art and science of business-to-business strategic relationships between customers and suppliers. The association works with both individuals and companies to develop their professional and organizational capabilities.

Through knowledge exchange, events, training, peer networking and benchmarking, SAMA provides members with an unparalleled depth of education on managing strategic customer relationships. From the beginning strategic account manager to the C-level executive, SAMA attracts and connects the best and brightest minds in SAM practice with the best experts in the field.

SAMA offers:

Conferences

SAMA's Annual and Pan-European conferences bring together experts in the theory and practice of strategic account management, with sessions and forums led by top consultants and industry leaders. Join hundreds of SAM professionals just like you as they share ideas, benchmark and network.

SAMA University/SAMA Academy

Dive deep into the best practices of strategic customer management. Intensive full-day courses with established SAM experts will expand your knowledge and capabilities to a new level of understanding. Come for one to four days of concentrated knowledge building and leave with deeper understanding and an expanded toolbox of skills. *SAMA Certification coming soon!*

Webinar Series

Live hour-long presentations are delivered by subject matter experts and strategic account management practitioners on core SAM subjects and proven best practices. Participants get the opportunity to engage presenters and receive a copy of presentation materials as well as links to streaming and downloadable on-demand playback of all sessions.

Velocity® Magazine

Keep current on the issues that affect the strategic account management profession by reading *Velocity*®, SAMA's print and online magazine. Each issue contains exclusive in-depth articles on topics such as negotiation, customer management, internal alignment and effective team communications. Featured are best practices, case studies, research highlights, peer perspectives and more.

Register at www.strategicaccounts.org/AC2011





SAMA's 47th Annual Conference

May 15-18, 2011

WDW Swan Dolphin • Orlando, FL

Schedule at a Glance

Sunday, May 15, 2011

- 12:00–9:00pm Registration / Marketplace & Member Services
- 2:00–4:00pm Special Session:
32: *Business Case: Decisions on Organization Design That Drive Internal Efficiency and Customer Alignment (Siemens)*
- 6:30–10:00pm Welcome Reception, Dinner Buffet & Entertainment

Monday, May 16, 2011

- 6:30am–8:00pm Registration / Marketplace & Member Services
- 7:30–8:30am Breakfast
- 8:30–9:30am Keynote Address:
Becoming a Truly Globally Integrated Enterprise by Dan Fortin, General Manager, Global Distribution Sector, IBM
- 10:00am–12:00pm **TrackMeets**
- 12:00–1:00pm Networking Lunch
- 1:00–2:30pm Concurrent Sessions
- 3:00–4:30pm Concurrent Sessions
- 5:00–6:00pm SAM Tech Labs
- 6:00–7:30pm Networking Reception
Dinner on Your Own

Tuesday, May 17, 2011

- 7:00am–7:30pm Registration / Marketplace & Member Services
- 7:00–8:00am Breakfast
- 8:00–9:00am Keynote Address:
Getting Naked by Patrick Lencioni, President, The Table Group
- 9:30–11:00am Concurrent Sessions
- 11:30am–1:00pm Concurrent Sessions
- 1:00–2:00pm Networking Lunch
- 2:00–3:30pm Concurrent Sessions
- 4:00–5:00pm SAM Tech Labs
- 5:00–6:00pm Free Time
- 6:00–7:00pm Networking Reception
- 7:00–10:00pm Dinner & Entertainment

Wednesday, May 18, 2011

- 7:00am–1:00pm Registration / Marketplace & Member Services
- 7:30–9:00am Breakfast
- 9:00–10:30am Concurrent Sessions
- 11:00am–12:30pm Concurrent Sessions
- 12:30pm Conference Adjourns

Who Should Attend...

Chief Sales Officers • SAM Program Directors • SAMs (*National & Global*) • Account Team Members • Field Sales Supporting Key Customers • Sales & Marketing Executives • Key Functional Executives • Senior Management (*Business Units & Geographies*) Sales Support & Operations • Sales Training & Development



The Strategic Account Management Association is a knowledge-sharing organization devoted to developing, promoting and advancing the concept of customer-supplier collaboration through communities of practice. SAMA is dedicated to the professional development of the individuals and companies involved in the process of managing national, global and strategic customer relationships, and to enabling members to create greater customer value and achieve competitive advantage accordingly.