

# ***COMPETING FOR THE FUTURE***

**TRANSFORMING STRATEGIC ACCOUNT MANAGEMENT FROM  
A SALES STRATEGY TO A CORPORATE STRATEGY**

***Pan-European Conference***

**16-18 March 2015**

**Berlin Marriott Hotel » Berlin**

***Register now online:***

Pan-European Conference



[strategicaccounts.org/samapec15](http://strategicaccounts.org/samapec15)



S A M A

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**SKF**

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*Vice President, Global Accounts*  
**Danfoss**  
*\* Chairman of the Board \**

## Who should attend?

SAM program directors

Strategic account managers  
(includes global/national/key, etc.)

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

Human Resources

Chief sales officers





SAMA members and friends,

Every time I visit a SAMA member company, it seems that I am always evangelizing on the same concept: **SAM is a journey, and it requires buy-in from the entire enterprise**. That is why we at SAMA believe it is our steadfast responsibility to position our 2015 conferences around a theme that teaches the real “how to” of this critical, foundational enabler of success: transforming SAM from a sales strategy into a corporate strategy. I strongly believe (and our research findings back this up) that those companies who do this will have an overwhelming competitive advantage.

Confining your SAM program to Sales and Marketing is not enough – in fact, it may set you up to fail. The company must commit to SAM at all levels.

- » **Your C-suite** must be the primary driver and must be willing to devote mind share and time to understanding the customer strategy and becoming personally involved with peer-level counterparts at your customers’ organizations.
- » **Your management** must facilitate alignment between your individual strategic account managers and the people in your company who contribute to building differentiated customer value and, hence, must make your most important customers a priority.
- » **Your SAMs** must be skilled in “influencing without authority” and must have the same kind of presence and impact within your own walls as they do at the customer.
- » **Your Sales Excellence/Training/HR departments** must understand the role of the SAM and that the attributes and traits of a salesperson are very different from those of a SAM. The best way to develop SAMs is to carefully design the right career path, one that involves strategic and general management positions in addition to customer-management experience.

Are all your SAMs prepared to have value-based business discussions with all the stakeholders at your customers? Is your entire organization aligned to deliver on the potentially game-changing opportunities being created by these SAMs? Is the C-level connecting with your most important customers as a sponsor, allowing the continuing discussion to occur at the highest level possible? And does your training extend beyond product and sales tactics?

If you can answer “yes” to all of these questions – congratulations! You are in rare company. You are one of the few companies that is ready to **Compete for the Future!**

For the rest of you, join us in Berlin to begin your journey!

Warm regards,

A handwritten signature in black ink that reads "Bernard L. Quancard". The signature is written in a cursive, flowing style.

Bernard Quancard

President & CEO

Strategic Account Management Association

# WHAT'S THE ROI?

## Creating growth by adding a third axis to your company's offering

This year's conferences will focus on how to create growth with your most important customers by reconsidering your company's SAM strategy with a more three-dimensional offering.

The third axis – the Customer axis – is the differentiator that will transform your company into a best-in-class SAM success story.

You'll learn how to make this transformation from:

**CASE STUDIES:** Companies that have already bought into this strategy

**BEST-PRACTICE SESSIONS:** Thought leaders who can offer practical techniques around this strategy

**EACH OTHER:** In facilitated discussions and at networking events



“ [My favorite part is the] best-practice sharing – how challenges have been faced and overcome/addressed by others who are further along the SAM journey than we are.”

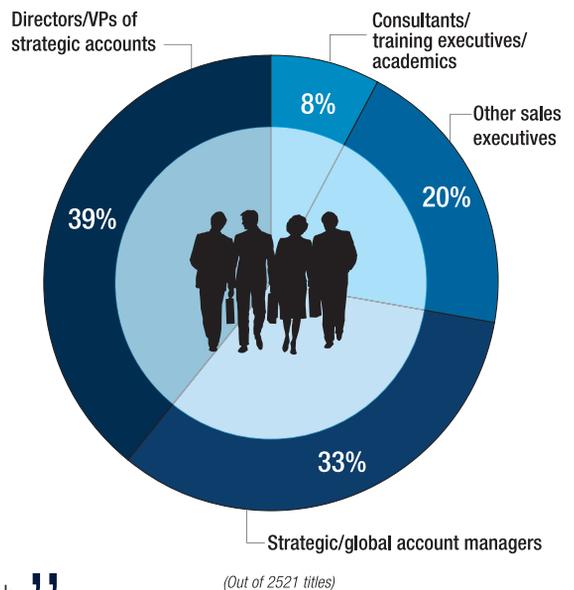
# *There is nowhere else will you find . . .*

## *This many SAM professionals in the same place at the same time.*

“ It is the unique opportunity to meet and exchange with peers and subject-matter experts about their experiences, practices, failures and successes that makes this event truly remarkable. ”

“ The openness and knowledge exchange between attendees was wonderful. ”

“ Participants have a lot of experience, and they're open to speaking about what they've learned and challenges they're facing. ”



## *Sessions that inspire comments like:*

“ The quality of speakers and attendees was extremely high. ”

“ I found every session I attended valuable: quality and relevant experience of the facilitators, session content and, especially, the questions and experience of the audience. ”

“ Specific tools/models to enhance customer interactions. I was impressed by the quality of the speakers and their ability to present and share insights from their experiences. ”

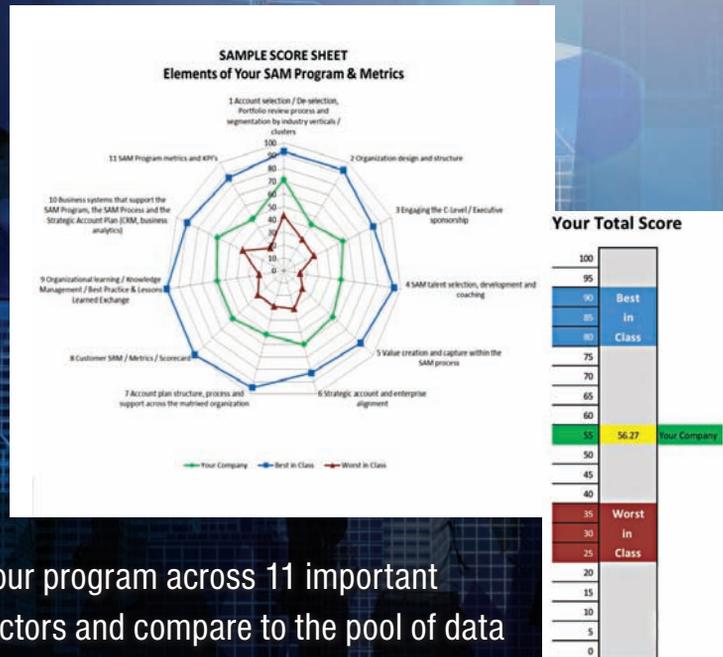
## *The opportunity for unique team experience.*

**ALIGNMENT:** “ This year's SAMA Annual Conference was a game-changer for our team of account managers and sales leaders attending the event. Each of them expressed how it helped them better 'connect the dots' and elevate their game. ”

**BRING NEW TEAM MEMBERS UP TO SPEED QUICKLY WHILE SEASONED TEAM MEMBERS TAKE IT TO THE NEXT LEVEL:** SAMA Academy classes (see pages 16-17), offered concurrently with practitioner-based sessions (see pages 11-15), provide the perfect opportunity to engage both new and more seasoned account managers.

# Strategic Account Management Program Assessment

Bring a team (10+) to the SAMA Pan-European Conference and receive a complimentary program assessment using SAMA's program assessment tool!



Measure your program across 11 important enabling factors and compare to the pool of data collected from the SAMA community.

*Measure your SAMs – measure the program and enjoy great team benefits at SAMA conferences!*

# *Need more ROI?*

***Register for the Pan-European Conference as an individual and receive a complimentary Strategic Account Manager Competency Assessment!***



Visit the SAMA website for full details on the SAM Competency Assessment tool.

***Register a team of 10 or more people and get SAMA's SAM Program Assessment tool at no extra cost.\****

SAMA's corporate members have benefited from close interaction with SAMA staff to dig deep into the structure and effectiveness of their programs. SAMA now has a tool that you can use to quantitatively assess the relative maturity of your SAM program across a number of key enablers. The results can be used to benchmark your program against others in the SAMA community and will help you decide what areas to focus on to build a stronger, more sustainable SAM organization.

## ***Other benefits of bringing a team to the SAMA Pan-European Conference:***

- » Pricing discount: €90 per person - a total discount of €900 for a team of 10
- » Free meeting space on site: SAMA will provide a place for your team to regroup after the conference sessions and at the conclusion of the conference.
- » Facilitation by a benchmarking speaker/expert on site if your team decides to meet
- » Reserved table at meals (pick and choose – one of the best benefits of attending a SAMA event is meeting people at a meal)

Even if you are not able to join us in Berlin, feel free to contact SAMA to discuss an individual SAM Competency Assessment or a full SAM Program Assessment!

**These incentives will apply to any company that sends 10 delegates total to SAMA's Pan-European and Annual conferences.**

*\*Program assessment is for a team of 10 or more across SAMA's two annual conferences. Pricing and other team benefits at the SAMA Pan-European Conference qualify at 5+ attendees.*

# SCHEDULE AT A GLANCE

## Monday, 16 March 2015

- 08:30-17:30 – Registration/Check-In
- 09:30-17:30 – SAMA Academy (full-day workshops)
- 09:30-12:30 – Optional Bonus Session: *Leading & Coaching the SAM's Performance*
- 13:30-14:30 – Optional Bonus Session: *Metrics Drive SAM Programs: Why You Can't Afford to Ignore Technology*
- 15:00-17:00 – Academic Forum
- 17:00-19:00 – Welcome Reception and SAMA City

## Tuesday, 17 March 2015

- 07:00-17:30 – Registration/Check-In
- 08:00-09:00 – Welcome & Keynote
- 09:30-17:30 – SAMA Academy (full-day workshops)
- 09:30-11:00 – Conference Sessions
- 11:30-13:00 – Conference Sessions
- 13:00-14:30 – Lunch
- 14:30-16:00 – Conference Sessions
- 16:30-17:30 – Conference Sessions
- 17:30-18:30 – Free Time
- 18:30-19:30 – Reception (Ritz Carlton)
- 19:30- 21:30 – Dinner (Ritz Carlton)

## Wednesday, 18 March 2015

- 07:00-17:30 – Registration/Check-In
- 08:00-09:00 – Welcome & Keynote
- 09:30-17:30 – SAMA Academy (full-day workshops)
- 09:30-11:00 – Conference Sessions
- 11:30- 13:00 – Conference Sessions
- 13:00-14:30 – Lunch
- 14:30-16:00 – Conference Sessions
- 16:30-17:30 – Closing Keynote

## Thursday, 19 March 2015

- 08:30-17:30 – Registration/Check-In (SAMA Academy)
- 09:30-17:30 – SAMA Academy\* (full-day workshop)
- 13:00-14:30 – SAMA Academy Lunch

**\* IMPORTANT NOTE:** EXTRA FEE AND EXTRA TIME REQUIRED TO CHOOSE THIS CLASS. The session on Thursday, 19 March is the second day of a two-day SAMA Academy session and falls outside of the scope of the SAMA Pan-European Conference. If you select "Buyer's Perspective: Create, Communicate and Quantify Value for CxO Impact," you must attend BOTH days of the workshop and an extra fee will apply:

Corporate Member: €500

Individual Member: €550

Non-Member: €600

# PAN-EUROPEAN CONFERENCE KEYNOTES

Our keynoters this year will share their own companies' enterprise-wide SAM practices from different vantage points in their organizations. Their willingness to shine a light onto their own SAM programs and share their experiences, good and bad, is one of the patented face-to-face benchmarking opportunities for which our conferences have become well known. As one 2014 attendee said, *“It is the unique opportunity to meet and exchange with peers and speakers about their experiences, practices and successes that makes this event truly remarkable.”*

Tuesday, 17 March 2015

**Arne Frank, CEO, AAK AB**

*Transforming strategic customer management into a corporate strategy: The role of the CEO*

*AAK is a global leader in the development of high-value-added vegetable oil solutions, and the company's strategic accounts are leading the charge in growth, profitability and the overall company evolution. Once operating with only a handful of strategic accounts, AAK now employs a strategic account management mentality to all of its global and large local customers, finding marked success with this approach. CEO Arne Frank credits the transformation of SAM into an enterprise-wide initiative as the reason for the company's global success. Join us as he shares AAK's story, the trends and practices that forced his organization to adopt SAM, and his role in ensuring the organization embraced this culture shift in order to thrive as a global leader in the food ingredients industry.*

Since April 2010, Arne Frank has served as president and CEO of AAK AB, the global market leader in specialty vegetable oils and

fats. He has held various leadership positions in manufacturing since 1991, when he joined Schneider Electric as managing director of Schneider subsidiary Elektriska AB Delta, a market leader in medium-voltage switchgear.

He went on to hold various senior management positions within Schneider until 1999, when he was appointed CEO of TAC. Four years later, Schneider Electric acquired TAC, and Mr. Frank took over responsibility for Schneider's building automation division, and, shortly after, he joined the group's Executive Board. From 2007 to 2010, he served as Chairman of the boards of Contex, a leader in 3D printing and color scanning, and of Carl Zeiss Vision, a worldwide leader in eyeglass lenses.



Wednesday, 18 March 2015

**Dominique Côté, Executive Director of Commercial Operational Excellence EUAFME, Zoetis**

*The journey to C-level support*

*Getting C-level executive sponsorship on the journey to becoming a customer-centric organization, creating a SAM culture, and establishing the new corporate alignment can be challenging. How to sell and create buy-in, and maintain the ongoing support from leadership, is critical. Dominique Côté will share her experiences establishing a strategic account management initiative, starting the journey to C-level executive sponsorship, keeping the passion going and advancing to create the strategic corporate culture.*

Dominique Côté joined Zoetis (formerly Pfizer Animal Health) in February 2013 at the start of standing up Zoetis. She is part of the EUAFME leadership team and responsible for setting up commercial operations strategies, implementation and organization for the principle company based in Brussels and for the EUAFME region. She was previously with Pfizer Pharmaceutical

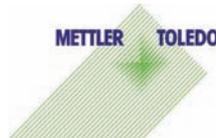
Emerging Markets Europe (Human Pharma) from 2010 to 2013.

She has had key roles in enabling new business models like the retail business, implementing SFA/CRM strategies, looking at resource allocation and deployment capabilities

in these roles. She also was the lead for the Global EMBU regarding commercial training/learning & development and KAM capabilities, spearheading these strategies for the 70 emerging markets. Côté comes from Canada, where she worked for the first 20 years of her career in the human pharmaceutical industry, joining Pfizer through the Pharmacia acquisition. She has a scientific and research background in genetic and molecular biology.



*Sessions presented to you by practitioners and consultants from amazing companies, such as:*



## Conference Track: Value-Chain Ecosystems

Forward-thinking enterprises view their supplier relationships in a way that promotes sustainability and growth by creating a slightly different equation in measuring, cultivating and rewarding their supplier community. Both sides of the relationship can assist the other to better understand the value equation and more effectively position for sustainability and advancement.

Sessions include:

### Making SAM work in the financial & professional-services sector

**Louis Robinson**, *Global Head of Business Development Strategic Accounts for Global Trade & Receivables Finance*, **HSBC**

**Richard Higham**, *Global Practice Leader, Financial & Professional Services*, **Mercuri International**

This session will explore how SAM works in practice in a complex, multi-product global bank. We'll look at the promise, the pain and the practices. The issues we will address include creating and supporting multilevel, multiproduct account plans; balancing different local and global priorities; and applying true customer-centricity to high growth in strategic accounts.

### Leveraging channels for KAM in the era of social media

**Volkhard Bregulla**, *General Manager, Global Accounts Germany & Central Eastern Europe*, **Hewlett-Packard**

**Hajo Rapp**, *SVP, Siemens One Customer Relationship Management*, **Siemens**

**Huw Tippett**, *Global Head, Commercial Excellence*, **Baxter**

Channels are gaining relevance in key account management in early phases of the sales process (via social media channels) and in providing delivery. The clients, as well as their respective industries, are increasingly connected through social networks. This session will show examples of a "new sales process" in the healthcare, IT and engineering industries, and approaches to deal with this fundamental paradigm shift – specifically, in managing the relationship with key customers. Based on practical examples and scientific research, the panel will close with a discussion on the participants' own challenges.

### Managing sales in an international matrix organization with conflicting sales channels

**Gaurav Mishra**, *Vice President, Global Sales*, **Ottobock**

This presentation will focus on the specific challenges of global sales management in a complex matrix structure with different stakeholders and local requirements. Gaurav Mishra, Ottobock's vice president of global sales, will highlight the

solutions and approaches to take to overcome the complexities of matrix organization structure and conflicting global sales channels in different countries. Executing a sales strategy in a complex sales organization faces further challenges, which can be solved by global coordination relying on well structured internal communication tools and reporting. In the end, complexity of global sales has to be counterweighted by smart approaches to accountability, as Gaurav Mishra will point out.

### Strategies for being customer-centric with Procurement

**Dan Kosch**, *Co-President*, **IMPAX**

Join AkzoNobel and Impax as they focus on laying out an approach to help with the following; gaining the right strategic knowledge of the procurement organization; establishing relationships and credibility with Procurement (and procurement executives in particular); gaining access to senior-level procurement executives; powerfully communicating in a customer-focused way with Procurement; positioning you and your company as a customer-centric resource with real value, rather than just a vendor; and differentiating you and your company from your competitors.

### Building and capturing value when selling, bidding and negotiating with Procurement

**David Freedman**, *Associate Director*, **Huthwaite International**

Drawing on insights from years of research and engagements with industry leaders, David Freedman will share best practices for strategic account managers on engaging with Procurement at all stages of the negotiation cycle. This expert will discuss how SAMs can work with procurement professionals, including jointly overcoming some specific obstacles, and the importance of being flexible in light of rules and regulations. They will share universally applicable lessons in verbal behavior to address what happens when we get into face-to-face negotiations. And, finally, this session will focus on expressing value propositions to Procurement in compelling ways.

## Conference Track: SAM Talent

SAM talent may be the single most important thing that differentiates great organizations from the rest of the pack. Skilled talent can help drive innovation and customer value, and create growth opportunities. SAMs, senior executives and support teams at all levels depend on the relationships they build internally and externally to collaborate, execute and establish a best-in-class practice within their organizations.

Sessions include:

### Strategic account management in healthcare: A long but profitable road to success

Ivan Tornos, *Vice President & General Manager, C. R. Bard, Inc.*

Brian Chapman, *Partner, ZS Associates*

The healthcare industry has for many years relied on product alone to drive preference. As economic pressures have mounted on the industry and the pipeline for meaningful product differentiation has slowed, account management capabilities have become imperative for profitability. This presentation will focus on the practical realities of building a strategic account organization where no heritage or precedent exists. Learnings from across companies in the medical technology industry, both in the U.S. and globally, will be shared. With a particular emphasis on talent and people development, we will discuss the unique challenges and practical solutions to overcoming them that are useful to industry insiders and outsiders alike.

### Developing and leveraging the creative mindset to create customer value

Josh Dey, *Vice President, The Summit Group*

In the new selling environment, where everything is a commodity, we need salespeople to be increasingly creative and innovative. But how do we as leaders, trainers and coaches develop creativity in our teams and leverage the natural talents and creative abilities of our account managers? When we speak about creating customer value, we usually focus on “the customer” and “value.” This workshop will focus on the action verb *create*. Creativity takes the SAM to the next level; but how do we get there? This session will provide a preliminary framework for the next generation of SAM: the creative account manager, who leverages not only the capabilities of a strategic account manager but is able to tap into a creative mindset to create new sources of customer value. We will discuss what is a creative mindset, how to develop creativity in your SAMs, and how to use creativity to drive performance and customer engagement.

### Sourcing & selecting the right talent

LaVon Koerner, *Chief Revenue Officer, Revenue Storm*

New rules are emerging in talent management. Coverage used to be measured purely in terms of headcount. Now, it’s all about getting the most competencies in the fewest bodies. Join LaVon Koerner and an experienced GAM program executive from WiPro as they share best practices for identifying and locating the right talent. Learn how to reduce time-to-performance through better selection practices, how to avoid overinvesting in a poor performer, and how to distinguish *attributes* vs. *skills*. All participants will have the opportunity to benchmark their SAMs against high-performing SAMs.

### Way beyond strategic planning: Metaphor as a technique for strengthening your strategic thinking

Julia Sloan, *President, Sloan International Consulting*

Strategic thinking is a highly prized and essential leadership attribute – yet rarely is it approached and understood in a way that fosters innovative thought and promotes professional development. This unique, research-based session will offer executive leaders a snapshot of the strategic thinking process and an invitation to interact with their own strategic issues using an unconventional approach.

#### Topics covered:

- » What strategic thinking really is.
- » How metaphor helps to identify, challenge and strengthen your strategic issue.
- » Why you need to further strengthen your strategic thinking capability for yourself, your strategic account managers and your strategy team.

## Leading and coaching the SAM's performance

James Robertson, *President, The Summit Group*

Leading companies implementing and embedding SAM performance coaching are experiencing a step change in sales results, SAM skill development and sustained business impact. This hands-on session will include application to real-life challenges and opportunities, and is designed to equip you, the leader of SAMs, to understand what the best SAM coaches do differently; sharpen your skills as

a high-performing SAM coach; understand pragmatic, transformational leadership skill set and tools to envision, align, engage, mobilize and hold your SAM managers/leaders accountable to deliver results; learn and apply a proven framework to engage collaboratively in coaching conversations that elevate, accelerate and sustain performance, and establish a best-in-class coaching practice within your organization.

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## Conference Track: Tools and Technology

A SAM has a toolbox full of resources that includes everything from social media and customer relationship management technologies to methodologies. Successful programs use technology and methodologies like the SAM process to drive structure and speed in their execution efforts, transition to continuous customer collaboration and improve communication.

Sessions include:

### Know your customer (better than they know themselves)

Roger Bottum, *Principal, The Bottum Line*

Roland Dietz, *President & CEO, Focused Connections Partners*

Darrell Gunter, *Founder & CEO, Gunter Media Group*

The most effective SAM programs often know their customers better than the customers know themselves. In a very short time, the art of the possible has made it easier and less costly to identify value “fit” insights with customers, and customers’ customers, using the right technology and processes. Applying approaches such as big data, predictive analytics, social software, Internet of Things and data visualization can open up new possibilities for SAMs to understand their customers, to differentiate in their trusted advisor role by helping customers understand themselves, and to understand their customers’ customers.

You will leave this session with insights on what other organizations are doing based on a recent survey, the range of technologies available and when to apply them, and a blueprint of how to get real value from processes and technology for the SAM process.

Through a combination of presentation, exercises and group discussion, we will address questions such as:

- » What does it mean to know your customer?
- » What tools are available?

- » How can the new digital tools help you to get to know your customers?
- » How can you develop a plan of action to get started?

### CRM support for SAM in a professional-services company

Florian Heidecke, *Head of Key Account Management, Namics AG*

Beside sales and marketing, strategic account management is an important stakeholder of company-wide CRM initiatives. In professional-services companies it is important to be able to track and manage account-focused activities in order to foster and expand relationships and implant new value-driven project ideas into the customers’ organisations, which requires alignment of processes and tools. This presentation will highlight the experience of rolling out a CRM initiative at Namics, a professional-services company, driven by a strategic account management perspective.

### The next challenge of the SAM: Quantifying and documenting value to customers

Todd Snelgrove, *Global Manager, Value, SKF*

Andreas Hinterhuber, *Partner, Hinterhuber & Partners*

The next challenge of the SAM is the ability to quantify and document value. This requires the ability to document in monetary terms (\$/€/£/¥) how much incremental profits a

proposed product or service delivers over the customer's next best alternative. In this session we will present proven methods and tools SAMs can use to translate product features into customer benefits and into documented and quantified customer value. We will illustrate how the SAM can use customer input to quantify and document the monetary value of their own products and services versus the customer's next best alternative. Todd Snelgrove, Chief Value Officer of SKF, a global leader in industrial bearings, will illustrate how SKF conducts Total Cost of Ownership and Total Value of Ownership calculations to quantify customer value. This session will also highlight how SKF justifies price premiums vis-à-vis competitors and how SKF is able to profitably grow with a product portfolio that carries significant price premiums vis-à-vis competitors. This session will be especially beneficial for those SAMs who wish to transition from cost/competition-based pricing towards value-based pricing and who want to improve their ability to justify their own prices with the value they deliver to customers.

**Breaking through the status quo**

Ashiq Hassanali, *Vice President, Market Development, WiPro*  
 Tim Riesterer, *Chief Strategy & Marketing Officer, Corporate Visions Inc.*

Indecision and no decision are killing your opportunities. In fact, companies report that 50 to 80 percent of pipeline, including "finals" presentations, are ending with your customer choosing to stick with the status quo. That's a lot of wasted time and effort. Helping customers see the need for change, creating the urgency to do something different and clearly aligning yourself with the necessary solution demands you know a thing or two about decision-making science. It's not about best practices of salespeople and the proper selling style or profile for engaging a customer. It comes down to brain science, social psychology and behavioral economics that shape customer choices and how they frame decisions and perceive value. This session will unlock the powerful world of decision-making science and how you can deliver customer conversations and presentations that create more opportunities and value.

**Metrics drive SAM programs: Why you can't afford to ignore technology**

Tim Braman, *Vice President, Corporate Strategy, Reveyg, Inc.*

Strategic account managers are consistently challenged with finding ways to increase wallet share with customers and avoid margin compression driven by purchasing organizations. In order to do this, it's vital to know the

metrics around your strategic accounts beyond the historical revenue. How much potential does a customer have to contribute future revenue? What is our trend in customer relationships and satisfaction/loyalty? Where is the white space to sell more products? How do I quantify the value that we co-create with the customer and, more importantly, how do I translate that into growth? During this program we will talk about the challenges with acquiring this data, approaches to simplification and the value of visualization in driving strategic account planning and execution.

**Strategic account management handbook: Implementation, experiences and learnings within a global corporation**

Corrado Cesti, *Head of Strategic Accounts, SKF*

In a multinational company with global coverage and geographical/business-unit setup, the SAM approach is not always so easy. This presentation will cover the history, content and implementation of a SAM handbook at SKF. By sharing the experiences of practitioners, attention will be paid to how SKF currently uses its handbook and how it has embedded it into the organization's culture. A significant part of the presentation will be dedicated to the experiences and learnings of SKF as it implemented its handbook.

**Impacting customer metrics using a scorecard**

Andreas Johansson, *Global Customer Manager, DHL*  
 Valery Beirnaert, *Program Manager Director, DHL*

DHL's main challenges working with its customer have been to demonstrate it offered absolute best-in-class service and to increase the opportunity for growth. In order to address these challenges, DHL created a DHL/Customer KPI scorecard. The scorecard communicated a common definition of KPIs to the stakeholders and defined a process of accountability. Join this session to learn the steps DHL took to implement a scorecard and how it significantly improved the overall performance for its customer, (and its customer's customers); facilitated a better, more collaborative relationship with the customer; established evidence of high service quality, which created new opportunities for growth; and created an innovative and profitable solution that is being replicated with many other DHL customers.

## Conference Track: Strategic Customer-Centric Organization and the Role of the Executive

With the support and buy-in of the C-suite, the SAM program office must define the role and scope of the program, as well as determine accountability and metrics for success. In order for the enterprise to implement a customer-centric strategy for long-term growth, a collaborative alignment must exist between these entities and the stakeholders.

Sessions include:

### How can senior management accelerate the SAM implementation process?

Stephan Ackermann, *Former Head of Global Key Account Management, Mettler-Toledo*

From transactional sales to global account management: the senior management view. This session will highlight how a company of \$2 billion and 12,000 employees made the transition from transactional sales to GKAM proficiency in five years. Learn what senior management must consider, the roadblocks to expect and how senior management can contribute to their removal. Gain insights into successful strategies, useful tools and best practices. Audience members will benefit from the experience of a seasoned key account manager and their peers in attendance, hear successes and challenges, and leave the session with practical takeaways.

### Avoiding a rebid at renewal: How to continually evolve your client relationship

Barbara Desmond, *Senior Managing Director, Account Platform Lead, Cushman & Wakefield*

Cushman & Wakefield's Account Assessment Program is a powerful initiative that is designed to evaluate and strengthen the client relationship, with an ultimate goal of gaining client renewal and avoiding a rebid. In order to achieve a state of continual improvement, our teams must constantly provide new ideas and innovation learned from other accounts and industry best practices. This assessment will determine the "health" of your account by providing a GAP analysis between best practices and existing conditions. The assessment is conducted by a team of subject matter experts, who identify the successes, weaknesses, challenges and areas of improvement in the relationship. A key element is that all functions and services are assessed in conjunction with the client in its existing state and desired future state. The result is an action plan with a detailed time line outlining benefits to the client based on cost savings, process improvement, improved decision making and risk mitigation.

### Challenges and success in global account management

Robert Box, *Partner, Mercuri International*

Danielle Moore, *Managing Director, Wacker Chemicals Ltd.*

One of the toughest challenges for a strategic account director is to build an effective team of strategic account managers that is able to *influence*, *motivate*, and *drive* their respective global teams and to *align with the overall organizational strategy*.

This session is designed from the experience of Wacker Chemie and Mercuri International focusing on ways to achieve long-term success in building and improving a global strategic account management program.

### From big data to big value: Using customer-specific dashboards

Philly Teixeira, *Vice President, Marketing, Global Sales & eBusiness, Maersk Line*

Big data is like strategic account management: Everyone is interested in it, everyone thinks everyone is leveraging it, so everyone claims they are doing it. Welcome to Maersk Line's view on ... **BIG VALUE**. Maersk Line will share how it developed a simple platform that encourages insightful dialogue and co-creates value with the customer.



“New to SAM, I valued most the diverse mix of topics covered ... It was possible to cover many areas in a couple of days, and the quality of speakers and attendees was extremely high.”

## Conference Track: SAMA Academy



All-day or two-day intensive workshops dedicated to expanding your foundational knowledge and capabilities in strategic account management. Learn more at: [www.strategicaccounts.org/SAMAU/SAMAU](http://www.strategicaccounts.org/SAMAU/SAMAU).

### 101. Critical Skills for Strategic Account Managers (2 days)

Faculty: **Revenue Storm**

*Recommended Audience: Foundational*

Being an account manager is not just a “glorified” sales job. Performing the intricacies of managing a strategic account is a balanced blend of business management, sales management and financial-management competencies. This workshop is for account managers who want to raise their overall level of account management competency in order to protect and grow wallet share.

**Topics covered:**

- » How to increase account team productivity while providing measurable customer value
- » Choosing a go-to-market strategy for a particular account
- » Supporting revenue goals with accurate, verifiable, customer-driven data
- » Establishing a value proposition vis-à-vis your competitors
- » Understanding buying cycles, market issues and business challenges to find opportunity
- » Influencing politically powerful people on the customer side and cultivating strong relationships with them
- » Assessing the strengths and weaknesses of key relationships

### 102. Buyer’s Perspective: Create, Communicate and Quantify Value for CxO Impact (2 days)

Faculty: **Corporate Visions Inc.**

*Recommended Audience: Foundational*

Led by a seasoned executive who has spent a career on the other side of the desk – where your customer sits – this session shares a buyer’s perspective on how investment decisions are made. You’ll gain strategies for engaging executive-level buyers and effectively positioning the business value of your solution.

**Learn how to:**

- » Find and interpret account information to identify areas of greatest impact
- » Translate financial data and trends to identify selling opportunities

- » Align your business value with your account’s prioritized initiatives
- » Quantify your value using financial metrics meaningful to your account

**IMPORTANT NOTE: EXTRA FEE AND EXTRA TIME REQUIRED TO CHOOSE THIS CLASS.** The session on Thursday, 19 March is the second day of a two-day SAMA Academy session and falls outside of the scope of the SAMA Pan-European Conference. If you select “Buyer’s Perspective: Create, Communicate and Quantify Value for CxO Impact,” you must attend BOTH days of the workshop and an extra day fee applies:

Corporate Member: €500

Individual Member: €550

Non-Member: €600

### 103. Keys to Effective Strategic Account Planning (2 days)

Faculty: **Performance Methods Inc.**

*Recommended Audience: Foundational, Advanced*

How can you equip yourself with the strategic account management skills and tools required to be most effective in today’s challenging business environment? What innovative SAM best practices can enable your account planning efforts to be more customer-focused? Why should your strategic customer care about your account plan? Answer these questions and more in this high-energy workshop in which we discover the keys to effective strategic account planning. You will select one of your strategic customers and build an account plan during class that is based on proven, contemporary SAM best practices, skills and tools. If your company has an existing account planning tool, you can use what you learn in this workshop to inform and enhance your current planning process, not replace it. Exercises will include participant debriefs and group discussion around innovative SAM concepts and principles.

**Topics covered:**

- » How to increase account team productivity while providing measurable customer value
- » How to apply the key components of an actionable, value-focused strategic account plan to one of your most important customers

- » How to harmonize short-term revenue and long-term relationship goals through a realistic and pragmatic account planning approach
- » How to focus your account planning process on what your customer values most
- » How to assess and strengthen your relationships with strategic customers
- » How to align customer and supplier business objectives through collaboration
- » How proactive coaching can help drive SAM adoption
- » How to benchmark your current account plan and planning process against industry standards

### 105. Creating Joint Solutions with Strategic Customers (1 day)

Faculty: **The Summit Group**

*Recommended Audience: Foundational*

Value is created by delivering relevant, differentiating solutions that impact what the customer cares about most. This interactive workshop equips strategic account managers with a proven approach and tools to create joint solutions – with the customer – that maximize business impact, increase loyalty and accelerate sustainable, profitable growth.

**Topics covered:**

- » “Next-level practices” – what the best do differently
- » Developing a strategy and framework to collaboratively engage customers in creating joint solutions
- » Deepening customer value-chain insights to prioritize needs, drivers and opportunities
- » Co-developing relevant, differentiating solutions that leverage enterprise capabilities beyond core products and services
- » Communicating compelling joint value propositions and business cases
- » How to implement a pragmatic, replicable approach to creating joint solutions that ensures competitive immunity, increases relevance and accelerates mutual growth

### 106: Using Presentations to Drive Customer Engagement (1 day)

Faculty: **IMPAX Corp.**

*Recommended Audience: Foundational, Advanced, Program Design*

The presentation element of the buy/sell cycle is critical to the success of strategic account relationships. To be effective you have to make business presentations at all levels of your customer’s organization and at different stages of the selling and relationship-management cycles. The challenge of

balancing effective presentation content with professional, compelling delivery is often a deal-breaker. This workshop addresses and elevates the skills required to successfully compete in a variety of business-to-business presentation situations, while differentiating your company and its offering from that of your competition. Course Requirements: None

**Topics covered:**

- » How to create competitive advantage by leveraging presentations at different points in the sales cycle
- » How to develop a customer-focused sales and relationship management presentation
- » How to rehearse presentations to maximize impact
- » How to deliver compelling presentations that differentiate you from the competition
- » How to utilize internal presentations to gain commitment and consensus

### 107. Strategic Negotiation: Changing the Conversation from Price to Solution (1 day)

Faculty: **Think! Inc.**

*Recommended Audience: Foundational, Advanced*

The strategic account manager is uniquely positioned to undertake negotiations that will result in not just a good deal but a great deal. In this session you will bring an account negotiation with you and learn how to diagnose the underlying structure or “blueprint” of a negotiation so you can consistently start turning in great deals. This course shows strategic account managers how to use their relationships, access to information, teams and analytical abilities to forge blockbuster deals with customers.

**Topics covered:**

- » How to audit and improve your personal negotiation skills for:
  - Determining and acquiring power in high-level, complex negotiations
  - Developing strategies for dealing with irrational competitive offers
  - Finding ways to create measurable business value by taking pressure off price
  - Effective ways to negotiate solutions vs. price
- » A structured approach to complex business negotiation

# Register at [strategicaccounts.org/samapec15](http://strategicaccounts.org/samapec15) at your convenience 24/7.

**Pricing** (subject to change)

## PAN-EUROPEAN CONFERENCE – 16-18 MARCH 2015

Membership Level	Early Bird (register <u>on or before</u> 31 December 2014)		Regular Pricing (register <u>after</u> 31 December 2014)	
	Solo	Team (5 or more attendees)	Solo	Team (5 or more attendees)
Corporate	€1,545	€1,455	€1,595	€1,505
Individual	€1,695	€1,605	€1,745	€1,655
Non-member	€1,870	€1,780	€1,920	€1,830

\* Teams of five attendees qualify for team pricing only. Teams of 10 or more attendees from a single company over both the Pan-European Conference and 51<sup>st</sup> Annual Conference qualify for pricing discounts **and** a free program assessment.

Contact SAMA for SAMA Academy-only pricing.

**IMPORTANT NOTE: EXTRA FEE AND EXTRA TIME REQUIRED TO CHOOSE SAMA ACADEMY SESSION 102.** The session on Thursday, 19 March is the second day of a two-day session and falls outside of the scope of the SAMA Pan-European Conference. If you select "Buyer's Perspective: Create, Communicate and Quantify Value for CxO Impact," you must attend BOTH days of the workshop and an extra day fee applies:

Corporate Member: €500    Individual Member: €550    Non-Member: €600

## IMPORTANT REGISTRATION INFORMATION & POLICIES

### Cancellations and refund policy

All cancellations/replacement requests must be submitted via email to [pallesen@strategicaccounts.org](mailto:pallesen@strategicaccounts.org).

FULL refunds given on **OR** before 30 January 2015.

Starting 31 January 2015 NO REFUNDS will be issued, regardless of when the registration was submitted.

**Replacements:** Allowed any time prior to the commencement of the Pan-European Conference. Please email [pallesen@strategicaccounts.org](mailto:pallesen@strategicaccounts.org) for more information on replacements.

*(Fees will apply for payments received after 16 March 2015.)*

### Confirmation of your Registration

Confirmation of registration will be sent via email. If you do not receive confirmation, please contact Erin Pallesen at [pallesen@strategicaccounts.org](mailto:pallesen@strategicaccounts.org) or +1-312-251-3131, ext. 27.

### On-site Registration Hours

Monday, 16 March 2015 08:30-17:30

Tuesday, 17 March 2015 7:00-17:30

Wednesday, 18 March 2015 7:00-17:30

Thursday, 19 March 2015 8:30-17:30

### Payment

Payment in full is required in order to process registrations. We welcome payments in the form of American Express, Visa, MasterCard and wire transfer. Please contact SAMA at +1-312-251-3131 for the most current wire transfer information.

### Hotel Reservations

To make hotel reservations, you must be registered to attend the Pan-European Conference. Your registration confirmation letter will contain the necessary information to make your hotel reservations.

### Join SAMA as an Individual Member and save!

Did you know that as a non-member attendee at SAMA's Pan European Conference you are entitled to some exciting savings on Individual Membership? We will apply the difference of registration fees between non-Member and Individual Member price, €175, at SAMA's Pan-European Conference to your Individual Membership fee. Plus, we will waive your €75 initiation fee. A possible savings of €250!

For additional information please contact Frankie Cusimano, Senior Manager of Membership & Operations with SAMA, at +1-312-251-3131, ext. 28, or [cusimano@strategicaccounts.org](mailto:cusimano@strategicaccounts.org).

### SAMA's corporate sponsors:



This is a partial list of the companies represented at past Pan-European Conferences.  
 Are your suppliers, customers and competitors here? *Then you should be too.*

<b>3M*</b>	Ceva Animal Health	General Electric	McKesson	Procter & Gamble	Tennant Company
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## ***What is most valuable about the Pan-European Conference? See what last year's conference attendees had to say in their own words...***

“The content is right on and SAMA is quite unique and specialized – the event to attend.”

“I was able to broaden my knowledge and understanding on how other companies execute their strategic account management program.”

“I was able to learn more about how other companies are creating and communicating customer value.”

“I received the chance to exchange, experience and get new ideas.”

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STRATEGIC ACCOUNT MANAGEMENT ASSOCIATION

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