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# INNOVATING AT THE INTERSECTIONS

*CO-CREATING CUSTOMER VALUE*

SAMA'S PAN-EUROPEAN CONFERENCE | 14-16 MARCH 2016 | AMSTERDAM



S A M A

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>	Chevron	Georgia Pacific Corp.	McKesson	Prudential	Tennant Company
<b>AAK*</b>	CIGNA	Gerrshheimer AG	McKinsey & Company	PTC	tesa tape, Inc.
<b>ABB*</b>	CINTAS	Giesecke & Devrient	MeadWestvaco	Puffer-Sweiven	Tetra Pak
<b>Abbott*</b>	Cisco	GlaxoSmithKline	<b>Medtronic*</b>	Quaker Foods & Beverages	Texas Instruments
Accenture	Citigroup	Goodyear	<b>Merck / MSD*</b>	QUALCOMM	<b>The Bank of New York Mellon*</b>
Accor Hospitality	Coca-Cola	Gordon Flesch Co.	Metso	R.R. Donnelley	The Jackson Laboratory
Actuant Corp.	CommScope	Graybar Electric	Mettler-Toledo, Inc.	Railinc	Therma-Tru Corp.
<b>Adecco*</b>	Continental	GSA	<b>Michelin*</b>	Randstad	Thomson Reuters
ADP	Con-way, Inc.	H.B. Fuller Company	Microchip Technology Inc.	RBC Dexia	TIC Holdings, Inc.
AECOM	CoreLogic	Henkel Corp.	Microsoft Corp.	Reed Elsevier	Time Warner
AIM Trimark	<b>Covidien*</b>	Herman Miller	Miller Brewing Company	Reichhold Chemical	Toshiba Medical Systems
<b>Air Liquide*</b>	<b>Cushman &amp; Wakefield*</b>	<b>Hewlett-Packard*</b>	Mine Safety Appliances	Reynolds & Reynolds	Transamerica Fund Advisors
Alcatel-Lucent	Daimler Chrysler Corp.	Hilti Inc.	Mitsubishi	Ricoh	<b>Trimble*</b>
Allstate	Damco	<b>Hilton Worldwide*</b>	Mizuno USA	Robert Bosch	<b>Tyco International*</b>
Alstom Grid	Dayton Superior Corp.	Hitachi Data Systems	MobiNil	<b>Roche*</b>	<b>Tyco - ADT*</b>
<b>Amadeus*</b>	Dell Inc.	Hoffmann La Roche Limited	Mohawk Industries	Rockwell Automation*	Ulbrich Stainless Steel
American Airlines	Deloitte	HOK Architects	Milacron	Ryder Transportation Services	Union Pacific Railroad
American Express	Delta Air Lines	Honeywell	Molex, Inc.	Safety-Kleen Corporation	United Airlines
American Home Shield	<b>DHL*</b>	HSBC	<b>Monsanto Company*</b>	SAIC	US Office of Personnel Management
AmerisourceBergen	Diebold, Inc.	<b>Hyatt*</b>	Morningstar, Inc.	Salesforce.com	<b>United States Postal Service*</b>
<b>Amgen Canada*</b>	<b>Domtar*</b>	<b>IBM*</b>	Morton Salt	Samsung Electronics	United Way Worldwide
ARAMARK	Donaldson Company, Inc.	Imperial Tobacco Group	Motorola	Samuel Strapping Systems	UnitedHealth Group
Arcadis	Dow Chemical	<b>Ingersoll Rand*</b>	MSC Industrial Supply Co.	Sandvik	UPM - Kymmene
ArcelorMittal	Dow Corning Corp.	<b>Ingredion*</b>	Murata Electronics	SAP	UPS
Areva	Dow Jones	InterContinental Hotels Group	<b>Nalco*</b>	Schlumberger	US Bank
Armstrong World Industries	DuPont	International Paper	National Grid USA	Sears	Vaisala
Ashland Inc.	Dynacast	<b>Invensys*</b>	<b>National Instruments*</b>	Senco Products Inc.	Valerus Compression Services, LP
<b>Assurant Solutions*</b>	Dynobel	Iron Mountain	NetApp	Shell Chemical Company	Varco Drilling Equipment
<b>AstraZeneca*</b>	Eastman Chemical Co.	ITT Industries	New Balance	<b>Sherwin Williams*</b>	Veolia Environmental Services
AT&T	Eaton Corp.	JDA Software	New York Life	<b>Siemens*</b>	VeriSign
ATOS	<b>Ecolab*</b>	<b>John Deere*</b>	<b>NEXANS*</b>	Smith & Nephew	Verizon
Autodesk	<b>EDF*</b>	<b>Johnson &amp; Johnson*</b>	Nokia	Smurfit-Stone Container Corporation	Vestas Wind Systems A/S
Avaya	<b>Elanco*</b>	<b>Johnson Controls, Inc.*</b>	Novar	Sodexo	VMware
Bandag	Electrolux	JPMorgan Chase	<b>Novartis*</b>	<b>Solenis*</b>	W. W. Grainger
BASF	<b>Eli Lilly*</b>	Kaiser Permanente	<b>Novozymes*</b>	<b>Sonoco Products Co.*</b>	Wacker Chemical Corp
<b>Baxter Corp.*</b>	EMD Serono	KBR	Oakwood Worldwide	South African Airways	Wartsila Corporation
Bayer Corp.	<b>Emerson Process Management*</b>	Kellogg Company	<b>Office Depot*</b>	Southco, Inc	Waste Management, Inc.
<b>Becton Dickinson*</b>	<b>Endress + Hauser*</b>	Kelly Services	OfficeMax	Southern Company	WD-40 Company
Belden	Equifax, Inc.	Kemira	Olympus	Southwest Airlines	Wells Fargo
<b>Bentley Systems*</b>	Ernst & Young	Kimberly Clark	Omni Hotels	Spirent Communications	Wesco
<b>Boehringer Ingelheim*</b>	<b>Essilor International*</b>	KLA-Tencor	Omrion Electronics LLC	Standard Register	Westinghouse Electric
Boise Inc.	Ethicon	<b>Kodak Alaris*</b>	Oppenheimer Funds	Staples	West Pharmaceutical Services
Brenntag	Evonik Degussa	KONE	Oracle	Starwood Hotels	Weyerhaeuser Company
Bridgestone	<b>Expeditors International*</b>	Konecranes	Orica	State Farm Insurance	Wheels Inc.
Bristol-Myers Squibb	Experian	<b>Konica Minolta*</b>	<b>Otis Elevator Company*</b>	Sto Corporation	Whirlpool Corporation
British Airways	Express Scripts, Inc.	KPMG	<b>Outotec Oyj*</b>	Stora Enso	<b>Xerox Corporation*</b>
British Telecom	Extended Stay Hotels	Kraft Foods	Owens Corning	Sun Chemical	Xylem
<b>C.H. Robinson Worldwide, Inc.*</b>	ExxonMobil	Lafarge North America	<b>Pall Corp.*</b>	Sun Life Financial	Yokogawa
Capgemini	<b>Fedex*</b>	Lanier Worldwide	Panduit	Surescripts	<b>Zoetis*</b>
Canada Post Corp.	Fisher-Rosemount	Legrand	Parker Hannifin	TALX Corporation	<b>Zurich Insurance Group*</b>
Canadian Pacific Railway	Fluor Corp.	Lenovo	Pelco	TATA	<b>*Corporate Member</b>
Canon USA	FMC Corp.	Linde AG	Penske Truck Leasing	Tate & Lyle N. A.	
Cardinal Health	Fortis Bank Nederland	Livingston International	<b>Pentair*</b>	Telxer	
CARFAX	Franklin Templeton Investments	Louisiana Pacific Corp.	<b>Pfizer*</b>	Telkom SA Limited	
<b>Cargill*</b>	<b>Freeman*</b>	Lytron	PharMerica Corp.		
Cargotec Corp.	Frontier Airlines, Inc.	<b>Maersk Line*</b>	PHH Arval		
Carrier Corp.	Fujitsu Services	Manpower Inc.	Philips International		
Carlson Wagonlit Travel	G&K Services	Maritz Inc.	Pitney Bowes, Inc.		
Caterpillar	Gaylord Hotels	Marriott International	<b>PolyOne Corp.*</b>		
CenturyVallen	GDF Suez	MasterCard International	Praxair, Inc.		
Ceva Animal Health	<b>General Electric*</b>	McGraw-Hill, Platts	Procter & Gamble		
ChemAqua					



Unsurprisingly, organic growth is at the very top of today's CEO agenda. At SAMA we believe organic growth will increasingly come from customer-driven innovation – a leadership-driven, institutional change that will leverage the complementary skill sets of today's younger, tech-savvy employees with seasoned strategic account managers adept at collaboratively co-creating new solutions with customers.

This is part of what we were thinking when we chose this year's conference theme of **Innovating at the Intersections**. But we also had in mind the imperative to take a view of the **total customer value chain** by working with all key stakeholders – both up- and downstream – that contribute to the value chain. To achieve this most important lever for customer-driven innovation requires many things, but two stand out: **mindset** and **culture**.

So what are the benefits of attending one (or both) of SAMA's conferences in 2016? You'll benefit from:

- Business cases and benchmarking data that focus on institutionalizing customer-driven innovation
- Three days of networking with SAM practitioners and thought leaders facing the same challenges as you
- Methodologies, business cases and skills you'll need to create the cultural change indispensable for your company and your program's future organic growth

See you soon!

Bernard Quancard  
*President and CEO, Strategic Account Management Association*



# SAMA VALUE

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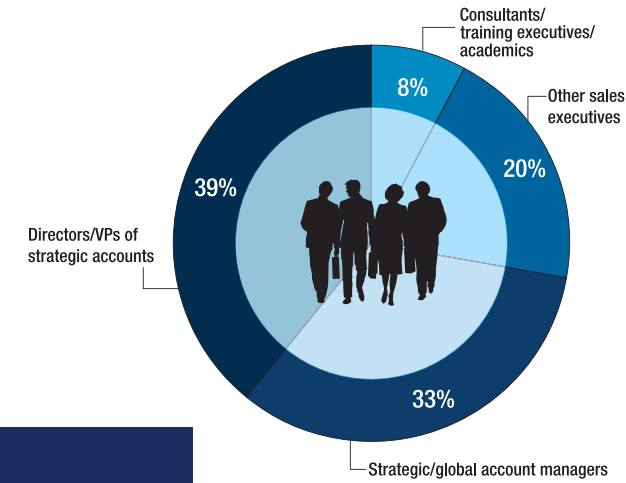
## WHO SHOULD ATTEND?

- 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

You're a SAM, so you want to know: What's the ROI for attending a SAMA conference? Of course, many of the rewards – like bringing home an actionable idea you can immediately incorporate into your daily job – are hard to accurately pin a number on. But let's try:

**70%**  
of attendees surveyed  
recommend SAMA's  
two conferences.

**85%** of sessions will be practitioner-  
led with practical applications.



**20%** of past attendees  
come from Fortune  
500 companies.

What do past attendees say?

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

*“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.”*

*“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.”*

# SCHEDULE AT A GLANCE

## MONDAY, 14 MARCH 2016

- 08:30-17:30 – Registration/Check-In
- 09:30-17:30 – SAMA Academy (full-day workshops)
- 15:00-17:00 – Academic Forum
- 17:00-19:00 – Welcome Reception & SAMA City

## TUESDAY, 15 MARCH 2016

- 07:00-17:30 – Registration/Check-In
- 08:30-09:15 – Welcome & Keynote
- 09:30-17:30 – SAMA Academy (full-day workshops)
- 09:45-11:00 – Conference Sessions
- 11:30-12:30 – Conference Sessions
- 12:30-14:00 – Lunch
- 14:00-15:15 – Conference Sessions
- 15:45-16:45 – Conference Sessions
- 17:00-18:00 – Free Time
- 18:00-20:30 – Reception & Dinner

## WEDNESDAY, 16 MARCH 2016

- 07:00-17:30 – Registration/Check-In
- 08:30-09:15 – Welcome & Keynote
- 09:30-17:30 – SAMA Academy (full-day workshops)
- 09:45-11:00 – Conference Sessions
- 11:30-12:30 – Conference Sessions
- 12:30-14:00 – Lunch
- 14:00-15:15 – Conference Sessions
- 15:30-16:30 – Closing Keynote
- 16:30 – Conference Adjourns

# Keynote Speakers

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.

Tuesday, 15 March 2016



**Thomas Hürlimann, CEO, Global Corporate, Zurich Insurance Company Ltd.**

### **The journey from product to customer**

In a world where risk and complexity are growing faster than the global economy, and in an industry where for more than 300 years everything has been centered around products, Zurich Insurance is transforming to put the customer at the center of everything it does. Thomas Hürlimann will share how he personally leads this strategic transformation in the corporate business at Zurich. He will highlight the challenges, the mistakes and also the successes that he experiences every day.

Wednesday, 16 March 2016



**Patrick Mazeau, Customer-led Innovation and Business Development Manager, Xerox**

### **Innovating with strategic accounts: From technology showrooms to dreaming sessions and co-innovation, the Xerox experience**

Xerox has a long tradition of innovation. The company was first established thanks to the invention of xerographic technology, which became a global success. Xerox understood from the start that innovating around technology was not sufficient; feedback showed that innovation also had to come from business models and customers. The early '70s saw the creation of Xerox PARC in the heart of Silicon Valley, giving birth to many of the technologies we currently use in our daily office lives. As Xerox was engaging with larger corporations and becoming global, creating a strategic account organization became a necessity. Because of the nature of the strategic relationship established with these customers, it became obvious to involve them in research and technology activities. But co-creating customer value by leveraging research and technology was not a straight forward journey. Patrick Mazeau will share what Xerox has learned over the past years and will discuss best practices – from showrooms to customer experience centers, from demonstrations to dreaming sessions, and from product tests to co-innovation. This experience is based on 20+ years of practice involving Xerox's four global research centers and customers all over the globe.

Wednesday, 16 March 2016



**Tim Riesterer, Chief Strategy and Marketing Officer, Corporate Visions, Inc.**

### **Clickers vs. markers: What's more memorable, credible, persuasive and impactful?**

Enjoy this fast-paced and powerful presentation that will teach you how to be the engaging, differentiated and trusted advisor you've always wanted to be in front of your customers. Tim Riesterer will show you how to increase your effectiveness in each of the following areas by picking up a marker and putting down the PowerPoint clicker:

- **Recall** – increase your customer's ability to remember and retell your story
- **Engagement** – be more thought-provoking and interesting
- **Credibility** – present yourself as a more trusted advisor who "owns" the story
- **Quality** – communicate in a way that is more clear and compelling
- **Persuasion** – cause listeners to do something different and tell others



# SESSIONS

# PRESENTED TO YOU

# BY PRACTITIONERS

# AND CONSULTANTS

# FROM AMAZING

# COMPANIES, SUCH AS:



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# CONFERENCE TRACK: BUILDING THE COLLABORATIVE VALUE CHAIN

The value and supply chains of a customer organization extend from procurement to customer users, production, R&D, marketing, management and C-level strategic decision-makers, as well as external alliances and extended customer segments. Co-creation is enhanced when the supplier works with all of the contributors, ultimately creating an ecosystem of innovation that results in greater revenue growth for all. Navigating a complex stakeholder environment, aligning to customer metrics and creating measurable value are just some of the essential capabilities of a successful strategic supplier.

Sessions include:

## 3. BUILDING COLLABORATIVE VALUE THROUGH YOUR NEGOTIATIONS

*Level: All audiences*

*Recommended audience: NAM/SAM/GAM, SAM program heads, director or other senior management SAM org. role, talent management/HR/Learning & Development*

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

Every SAM interaction comes down to a negotiation of some kind. In this session, Huthwaite International draws on its new global research and decades of observational evidence to outline techniques for collaboration that will add value to your negotiations. Hear insights into achieving a collaborative climate, understand which face-to-face behaviors produce mutually beneficial outcomes and learn how best to handle power. Attendees will hear findings that may surprise them – but will help them in their next major negotiation.

## 8. CREATING STRATEGIC TRANSFORMATION IN BUSINESS THROUGH COLLABORATION WITH CUSTOMERS

*Level: All audiences*

*Recommended audience: NAM/SAM/GAM*

Presenters: Pierre Bonel, Chief Commercial Officer, **JF Hillenbrand**; Gert Van den Bossche, Global Director, Logistics Sourcing, **Ab-InBev**

The SAM collaborated with ABI logistics procurement to launch a project that delivers global strategic impact far beyond cost reductions. While the initial objective was to better manage global freight procurement, the final product that was developed collaboratively also provides valuable data for supply chain management, logistics alignment and improved customer service. Unsuspected value has been untapped by the “wrong” area of the company.

A similar shift in mindset occurred at JF Hillenbrand, where it is now the SAM driving IT developments to deliver the necessary adjustments to systems. The result is a solution that far outperforms competition.

## 11. DISTRIBUTOR ENGAGEMENT APPROACH

*Level: All audiences*

*Recommended audience: NAM/SAM/GAM, managers of NAM/SAM/GAM, SAM program heads, director or other senior management SAM org. role, C-level/senior executive strategist, decision maker, geographic head, executive sponsor*

Presenter: Peter Linn, Senior Vice President, **AXA MATRIX**; Michael P. Golden, Executive Vice President, Global & Risk Solutions, **Willis Group**; Martin Eckert, Business Development Manager, **AXA MATRIX**

AXA MATRIX has created a distributor engagement approach designed to leverage strategic, regional and local intermediary relationships to aid in acquisition of new business, displacement of existing non-AXA MATRIX service providers, retention and expansion of existing customer business and improved customer service density. The purpose is to establish strong collaboration, exchange and alignment within the full span of the AXA organization to remain organizationally aligned; to distinguish and differentiate AXA MATRIX with the placement and customer advocacy functions of our distributors; and to demonstrate collaborative industry thought leadership and customer partnership around emerging or evolving trends.

Our conference session will define the unique nature of the business model, discuss challenges and opportunities to leverage the tripartite relationship to provide customer value, and describe the benefits of driving a collaborative approach – all while providing specific examples.

## 14. VALUE CO-CREATION AND PRICING: BEST PRACTICES FOR PROFITING FROM VALUE VIA CUSTOMER COLLABORATION

*Level: Intermediate/Advanced*

*Recommended audience: NAM/SAM/GAM*

Presenters: Andreas Hinterhuber, *Partner, Hinterhuber & Partners*; Todd Snelgrove, *Global Manager of Value, SKF*

Increasingly, B2B buyers request a business case to justify spend. The natural implication for B2B sellers is that capabilities in value quantification are mandatory – as opposed to “nice to have” – in order to develop profitable customer relationships. In this session, we will provide two complementary perspectives on value quantification within cutting-edge B2B companies. On the one hand, Todd Snelgrove, chief value officer at SKF, will share insights on the 10-year journey towards excellence in value quantification at SKF, a company that is recognized as best-in-class in documenting and quantifying value in industrial markets. On the other hand, Andreas Hinterhuber, partner at Hinterhuber & Partners, will summarize the results of a 5-year research project in excellence in value quantification, highlighting best-practice examples, processes and capabilities in value quantification of B2B companies around the world.

### **Key benefits for attendees include:**

- Insights into the organizational transformation towards excellence in value quantification
- Best-practice examples on quantified value propositions and value calculators of leading B2B companies from around the world
- Insights on capabilities and personality traits of SAMs that excel in value quantification
- The ability to withstand B2B purchasing manager price pressure and realize higher price levels and higher contract closure rates

## 17. SUCCESSFUL COLLABORATION WITH SAM IN A GLOBAL MATRIX ORGANIZATION: SUPPORTING EUROPEAN UTILITY CUSTOMERS IN THEIR INTERNATIONAL EXPANSION

*Level: All audiences*

*Recommended audience: SAM program beads, director or other senior management SAM org. role, C-level/senior executive strategist, decision maker, geographic head, executive sponsor*

Presenters: Jean-Francois Battoue, *Coordination Director, Sales, ENGIE Group*; Michel Milerieux, *Corporate Account Manager for ENGIE, Siemens AG*; Alexander Kotschi, *Director, Account Management Power Utilities, Europe, Siemens AG*

Large international enterprises typically operate in some kind of matrix organization with different balances between regional/local and business unit/corporate responsibility. Strategic account management can provide the third dimension, developing a shared business strategy and connecting several business units with each other and with regions. This session will discuss key success factors in areas like SAM corporate setup and support as well as account manager and account team development with best fits for each individual customer. Examples will include successful business development together with power utilities customers expanding globally. Alongside the case of the fruitful collaboration of ENGIE Group (formerly GDF Suez) with Siemens over many years, we will talk in more depth about success factors on the customer and supplier sides.

## 23. USING NEGOTIATION TO ADD VALUE TO THE CUSTOMER AND ACROSS THE WHOLE SUPPLY CHAIN

*Level: All audiences*

*Recommended audience: NAM/SAM/GAM, SAM program beads, talent management/HR/Learning & Development*

Presenter: Richard Higham, *Global Practice Leader, Mercuri International*

This will be a practical session on how relationship-based negotiating can add real value for all parties by looking at five key steps to finding and extracting the true value from a relationship. Participants will learn to work on moving the negotiation away from a transaction at “five minutes to midnight” to a process that is embedded in the relationship. Case studies to illustrate the results that can be achieved will be presented.

## 24. ATTAINING CUSTOMER SATISFACTION IN COMPLEX MULTI-SOURCED ENVIRONMENTS

*Level: Intermediate/Advanced*

*Recommended audience: C-level/senior executive strategist, decision maker, geographic head, executive sponsor*

Presenter: Jim McDonnell, *General Manager, ServiceGrid Business Unit, Cisco Systems, Inc.*

Today, organizations face a more complex IT

environment than ever with a hybrid of devices, services and vendors. Quickly and effectively overcoming business obstacles is key to success. Organizations must establish a holistic approach for managing and governing vendor, partner and service provider relationships in order to reach a state of innovation.

**Attendees will learn how to:**

- Achieve the highest levels of service experience to exceed customer satisfaction
- Holistically and securely coordinate service delivery across multiple providers
- Enable end-to-end governance and transparency across an outsourced landscape

**27. MANAGING ENTERPRISE RELATIONSHIP CAPITAL TO GROW YOUR STRATEGIC ACCOUNTS**

*Level: All Audiences*

*Audience: NAM/SAM/GAM, managers of NAM/SAM/GAM, SAM program beads, director or other senior management SAM org. role*

Presenter: Hervé Debaecker, *Chief Methodologist & COO, Perfluence*

At the SAM level as well as on a broader scale, the relationship capital of an organization is now more and more regarded as a fundamental asset. Relationship intelligence and proactive networking are recognized as essential to avoid being “second best” on big deals. But few organizations effectively manage their relationship capital.

We are moving from managing an “account” to managing an “ecosystem” that includes our own company and ourselves. For instance, distinction between handlers and contacts do not hold in such a world where somebody can be both at the same time. Traditional methods and tools do not provide that capability.

The speaker will show how new approaches, methods and behaviors can solve the pitfalls one encounters in managing the company’s relationship capital.

“THE CONTENT IS RIGHT ON,  
AND SAMA IS QUITE UNIQUE  
AND SPECIALIZED – THE  
EVENT TO ATTEND.”

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# CONFERENCE TRACK: INSTITUTIONALIZING CUSTOMER-DRIVEN INNOVATION AND THE IMPORTANCE OF THE C-SUITE

The ground is shifting in B2B buying behavior as suppliers identify meaningful insights and create customer-directed journeys that replace the traditional buying process. For organizations that do the work and collaborate across the enterprise and with the customer, this is promising territory for sustainable growth. SAMs must work with the C-suite to create a journey that anticipates customer needs and expectations, aligns resources to the activities most likely to influence decisions, and adapts the organizational structure to ensure the ultimate environment for customer co-creation and innovation.

Sessions include:

## 4. TRANSFORMING AN INDUSTRY: KEYS TO SUCCESS IN EVOLVING CUSTOMER ENGAGEMENT ACROSS THE LIFE SCIENCES SECTOR

*Level: All audiences*

*Recommended audience: SAM program heads, director or other senior management SAM org. role, C-level/senior executive strategist, decision maker, geographic head, executive sponsor*

Presenters: Magnus Franzen, *Head Analyst*, **eyeforpharma**; Martin Parkinson, *Senior Consultant*, **PA Consulting**

The modern pharmaceutical industry is one of the business success stories of the last 100 years, fueled by the industry's discovery, development and commercialization of the vast majority of medicines in use today. However, the industry faces significant challenges to its business model, and as healthcare environments around the world evolve, so do the industry's approaches to engaging with customers and key stakeholders. The journey towards a new customer engagement approach has been one filled with initial enthusiasm, disappointment, restructuring and success. By studying mature and recently launched customer engagement programs, plus our own experience managing such programs, we have been able to provide a guide of best practices in developing strategy, organization, human resources and tools for key customer engagement across the life sciences industry that will yield positive business results, strengthen customer relations and take the company into the future.

## 9. STRATEGIC ACCOUNT MANAGEMENT AS A CATALYST FOR INNOVATION

*Level: All audiences*

*Recommended audience: NAM/SAM/GAM, managers of NAM/SAM/GAM, SAM program heads, director or other senior*

*management SAM org. role, C-level/senior executive strategist, decision maker, geographic head, executive sponsor*

Presenters: Anne-Sophie Lucier, *Strategic Customers Director*, **Air Liquide S.A.**; Olivier Radnet, *Chief Customer Officer*, **Air Liquide S.A.**

Leveraging strategic account management to drive innovation can be rewarding both for the customer and the supplier, and can pave the way for a long-term partnership. It is through a deep understanding of the customer and its challenges that innovation paths can be identified. But such an approach also requires a mindset shift within the supplier's organization. The SAM plays a critical role by creating and sustaining an internal momentum focused on the customer – which often leads to breaking silos – and by orchestrating interactions with the customer at the right levels. In this session, Air Liquide will present how it fosters some of its innovation with strategic customers.

## 15. EVOLVING C-SUITE DYNAMICS: WHAT YOUR SALES TEAMS NEED TO DO TO GAIN CUSTOMER TRUST AND MAINTAIN RELEVANCY IN THE DIGITAL AGE

*Level: Intermediate/Advanced*

*Recommended audience: Managers of NAM/SAM/GAM, SAM program heads, director or other senior management SAM org. role, C-level/senior executive strategist, decision maker, geographic head, executive sponsor, talent management/HR/Learning & Development*

Presenters: Jacques Sciammas, *President & CEO*, **Selling to Executives**; Reinhard W. Bockstette, *Senior Executive*, **Selling to Executives**

To succeed with the C-suite and your customer-driven innovation approach, as well as develop lasting long-term relationships, companies must understand the rapidly evolving dynamics of this decision-making group. Connectivity, increased digitization and much

more demanding customers have all created new challenges for C-level executives in the way they make investment decisions and select vendors. A deeper understanding of these changes will enable your sales teams to create a better relationship with these executives and gain a competitive advantage.

## 21. LEVERAGING YOUR COMPANY'S EXECUTIVE TEAM TO CREATE AN ELEVATED CUSTOMER EXPERIENCE

*Level: All audiences*

*Recommended audience: SAM program heads, director or other senior management SAM org. role, C-level/senior executive strategist, decision maker, geographic head, executive sponsor, talent management/HR/Learning & Development*

Presenters: Brenda Dwyer, *Vice President for Enablement, Aesynt*; Cara Schlie, *Director, Sales Facilitation, Aesynt*

Learn how one healthcare technology provider engages partner customers with an executive-level sponsor focused on the customers' strategic objectives; collaborates with the SAM team to establish or grow CxO relationships, elevating the tactical interactions to a more strategic level; and creates a "talent bench" of customer-focused, business-savvy senior leaders who can serve in an executive sponsor role in the future.

## 22. TRANSFORMING A PROFESSIONAL SERVICES COMPANY INTO A CUSTOMER-DRIVEN ORGANIZATION

*Level: Intermediate/Advanced*

*Recommended audience: Managers of NAM/SAM/GAM, SAM program heads, director or other senior management SAM org. role, C-level/senior executive strategist, decision maker, geographic head, executive sponsor*

Presenters: Florian Heidecke, *Head of Key Account Management, Namics AG*; Veronika Sharonova, *Key Account Manager, Namics AG*

Digital transformation is more than a buzzword. It's here now and it needs persuasive and knowledgeable leaders in both the C-suite and the SAM organization. To digitally transform a company's business model, it's also necessary to transform how professional services in e-business projects are delivered. Namics puts the customers of our clients at the center of all considerations regarding our own structure and processes. This has created a SAM profile, with the SAM no longer just a relationship manager but also a digital transformation consultant with in-depth knowledge of the client's industry and challenges.

In this session, we will show how Namics approached the internal transition of the SAM organization and role in order to better serve our customers. Main elements include the new customer-engagement model, the involvement of the C-suite, the new required SAM skill set and the impact on the internal organization.

## 26. DESIGNING AN IMPACTFUL AND SUSTAINABLE SAM PROGRAM

*Level: All audiences*

*Recommended audience: NAM/SAM/GAM, managers of NAM/SAM/GAM, SAM program heads, director or other senior management SAM org. role*

Presenter: Michael Stevens, *CEO, The Simplicity Group*

Why do many SAM programs have such a short lifetime? Why aren't the returns on this resource investment more recognized and supported by senior management? If you are considering a new approach to a few strategic customers, just launching a new regional or global SAM program, or seeking to drive your existing program to the next level of execution and growth, this session will provide you with effective high-level strategic customer engagement execution concepts, as well as practical best practices and applicable tools for immediate use. Your current thinking and approach will be challenged, and new insights will be discovered for serious program customization consideration.

### **Topics covered:**

- Strategic customer selection – a local to global tool
- Deep customer understanding – discovery & insight
- Collaborations & prioritization – connecting mutual needs to capabilities
- Customer proposal & commitment – mutual opportunity planning
- Execution & sustainability – mutual value planning, customer business planning, metrics

“I RECEIVED THE CHANCE TO EXCHANGE, EXPERIENCE AND GET NEW IDEAS.”

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# CONFERENCE TRACK: SAM TALENT

The value of a SAM is about more than trying to sell a product; it's about sharing knowledge and insights, and co-creating with the customer. Knowing how to mine talent, enhance a SAM's capabilities and coach for sustained business impact are effective ways to differentiate your company and experience a steep change in business results. Skilled talent can help drive innovation and customer value, and create growth opportunities.

Sessions include:

## 1. FINDING THE RIGHT SAM TALENT

*Level: All audiences*

*Recommended audience: SAM program beads, director or other senior management SAM org. role, talent management/HR/Learning & Development*

Presenter: Alfredo Morate, VP, Global Customer Excellence Program, **Schindler**

It's always a challenge to find the right talent, particularly a talent as rare as a strategic account manager. Instead of finding the talent, the better strategy is to create the talent. Schindler refills and replenishes its career pipeline by sourcing talent from all over the world, and then places potential SAMs into a career development program that gives them the experience, exposure and professional guidance they need to become an effective SAM. Through this process Schindler creates the talent that best fits its needs and can easily identify future talent.

## 6. DRIVING GROWTH: KEY LEADERSHIP SKILLS TO BUILD A GROWTH MINDSET

*Level: Expert/Next*

*Recommended audience: Managers of NAM/SAM/GAM, SAM program beads, director or other senior management SAM org. role, C-level/senior executive strategist, decision maker, geographic bead, executive sponsor, talent management/HR/Learning & Development*

Presenters: Bradley Humbles, *Global Account Consultant, Bunnell Idea Group*; Maureen Hooft Graafland, *Business Development Director, Europe, Sotheby's*

Most strategic account manager talent development begins and ends with training – which should be viewed as the starting line, not the finish line. Evolving talent includes ongoing leadership focus, proper leading and lagging measurement, accountability, iterative improvements, reinforcement of concepts and personalized coaching for passion. Managers are often promoted because they were great strategic account managers, but few are taught how to be great leaders and coaches. This energetic presentation will cover

best practices for evolving talent progression from two leading experts in the field.

## 10. STRENGTHENING THE “S” IN SAM

*Level: Intermediate/Advanced*

*Recommended audience: SAM program beads, director or other senior management SAM org. role, C-level/senior executive strategist, decision maker, geographic bead, executive sponsor*

Presenter: Julia Sloan, *President, Sloan International, Inc.*

Strategic thinking is a highly prized and essential leadership attribute of SAMs – yet one that is rarely defined in a way that supports innovative thought and development. This session offers leaders a snapshot of what strategic thinking is and an opportunity to address their own strategic issue using an unconventional approach that fosters innovative thought.

### **Topics covered include:**

- What makes a strategic account manager “strategic?”
- Why do you need to further strengthen your strategic thinking capability for yourself, your strategic account managers and your strategy team?

## 12. HOW DO YOU AVOID FALLING INTO THE COMMERCIAL COORDINATOR TRAP?

*Level: All audiences*

*Recommended audience: Talent management/HR/Learning & Development*

Presenter: LaVon Koerner, *Chief Revenue Officer, Revenue Storm*

Strategic account managers, like all of us, tend to fall back on that with which they are most comfortable. Unfortunately, this often means continuing to act as an administrative and commercial coordinator, instead of acting like a true SAM. The upstream reason for this is a lack of leadership skills and entrepreneurial mindset on the part of the SAM.

This session will walk participants through the process of turning a SAM from a manager into an entrepreneurial leader fully capable of creating, expanding and sustaining a profitable revenue stream for each of his or her accounts. Doing so will assist him or her in avoiding the trap of being limited to the role of a commercial coordinator.

## 16. THE THREE VALUE CONVERSATIONS

*Level: All audiences*

*Recommended audience: NAM/SAM/GAM, SAM program heads, director or other senior management SAM org. role, C-level/senior executive strategist, decision maker, geographic head, executive sponsor, talent management/HR/Learning & Development*

Presenter: Tim Riesterer, *Chief Strategy & Marketing Officer, Corporate Visions, Inc.*

SiriusDecisions found that 71 percent of executive buyers believe the number one factor in hitting revenue targets is a rep's ability to articulate value. This means salespeople must master three "moments of truth" within every sales cycle to defeat the status quo and win more profitable deals. Join Tim Riesterer to discover how to:

- Create value with conversations that differentiate your solution
- Elevate value with conversations that build a persuasive business case with executive-level decision makers
- Capture value with conversations that both protect margins and expand deal size amid tense negotiations

## 18. UNDERSTANDING THE ULTIMATE SAM PROFILE: HOW THE RIGHT SAMs TRANSLATE INTO GREATER PROGRAM SUCCESS

*Level: Intermediate/Advanced*

*Recommended audience: SAM program heads, director or other senior management SAM org. role, talent management/HR/Learning & Development*

Presenter: Dennis Chapman, *Founder & CEO, The Chapman Group*

We all now realize that there are people for positions and positions for people; the key is matching the person and position to enable success. As the profession of strategic account management continues to evolve, there have been significant discoveries on what is the "right" type of person to be an effective SAM. But understanding the profile

is only half the battle. Once you know the optimal profile for your organization's SAM, how do you get there? Do you train, hire or both? Ultimately, the answer to this question is a deeper discussion that is the central theme for this session, which will feature proven best practices, real-life examples, a case study and a real-life SAM competency model that organizations are successfully utilizing today.

## 25. LEADING & COACHING YOUR SAM'S PERFORMANCE

Presenters: James Robertson, *President, The Summit Group*; Joshua Dey, *Vice President, Canada, The Summit Group*

Leading companies implementing and embedding SAM performance coaching are experiencing a step change in sales results, SAM skill development, mindset shift and sustained business impact. This hands-on session includes application of SAM performance coaching to real-life challenges and opportunities, integrates benchmarking with leading practices in other world-class organizations, leverages a proven toolkit to elevate SAM coaching conversations, and is designed to equip you, the leader of SAMs, to:

- Understand and benchmark against what the best SAM coaches do differently
- Sharpen your skills as a high-performing SAM coach
- Elevate your coaching conversations to develop SAM mindset and skill set
- Develop a pragmatic, transformational leadership mindset, skill set and tool set 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 throughout the account management/value-selling process.

“I WAS ABLE TO LEARN MORE ABOUT HOW OTHER COMPANIES ARE CREATING AND COMMUNICATING CUSTOMER VALUE.”

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# CONFERENCE TRACK: TOOLS AND TECHNOLOGY, PARTICULARLY A SAM PROCESS ENABLER

The convergence of people, technologies and processes is here to stay, and it offers tremendous opportunity for collaboration and co-creation. However, most companies are lagging when it comes to developing technologies to enhance the customer relationship, make the SAM more effective and enable the strategic account management process. Forward-thinking programs are using technology and methodologies to drive execution, transition to continuous customer collaboration and improve communication internally and externally.

Sessions include:

## 2. THE INTERNET OF THINGS IS REDEFINING THE SAM'S PATH TO CO-CREATION AND ORGANIC GROWTH

*Level: All audiences*

*Recommended audience: Managers of NAM/SAM/GAM, SAM program heads, director or other senior management SAM org. role, C-level/senior executive strategist, decision maker, geographic head, executive sponsor*

Presenters: Bernard Quancard, *CEO, SAMA*;  
Francis Gouillart, *President and Co-Founder, ECC Partnership*

The Internet of Things (“IoT”) is a new buzzword that refers to the fact that the physical world of machines and objects is more and more “instrumented” by sensors that create and exchange data through the cloud. In other words, machines are more and more intelligent. Not only that, but they can talk to each other (“machine-to-machine dialogue”), allowing the SAM to sell not only products but also the data platforms and the data analytics that come embedded within the products. Beyond the technological razzle-dazzle, SAMs have to develop new skills to describe and sell their company’s data capabilities. In this session, Francis Gouillart and Bernard Quancard will show how SAMs in companies such as Becton Dickinson, Xerox, SKF, DHL, Volvo Trucks and BASF have learned to utilize the power of data to differentiate their companies’ offerings and increase sales with their customers.

## 5. STOP FALLING DOWN ON SAM EXECUTION

*Level: Intermediate/Advanced*

*Recommended audience: Managers of NAM/SAM/GAM, SAM program heads, director or other senior management SAM org. role, C-level/senior executive strategist, decision maker, geographic head, executive sponsor*

Presenters: Adrian Davis, *President, Whetstone, Inc.*;  
Lisa Taylor, *Director, Sales & Marketing, ITW Valeron Strength Films*

Many organizations are waking up to the value of having a SAM program, making account retention

increasingly difficult. Customers will quickly detect organizations that promise strategic account management but are unable to sustain the discipline required. Moreover, as competition heats up, you must be in a position to objectively assess the health of your key account relationships and allocate scarce resources accordingly. In this session, we will review how one organization successfully implemented a dynamic customer scorecard that objectively monitors progressive customer responsiveness. They also integrate it with the action plans their account team must execute to continue to create value for selected key accounts.

## 7. THE TECHNOLOGY-ENABLED SAM

*Level: Expert/Next*

*Recommended audience: SAM program heads, director or other senior management SAM org. role*

Presenter: Brian Kiep, *Chief Operating Officer, Valkre*

More and more we live in a digital, connected world that moves fast and changes rapidly. Tried and true approaches to developing new products are being replaced with ones designed to make minimum-viable products that are ok to “fail fast.” Project management has shifted from following a linear script of tasks and milestones to agile teams that can communicate and iterate quickly. And B2B customers are starting to demand real-time solutions similar to what they experience as consumers.

For obvious reasons, strategic account management programs are not going untouched by this new connected, digital world. Demands are being placed on companies to focus on working faster, being more agile and working transparently with customers. Falling behind on this dimension gives competitors



the upper hand, whereas excelling here provides a unique opportunity to create differentiation and grow faster. The SAM has to adapt and learn how to live in this world.

### 13. ELEVATING THE VALUE-CREATION PROCESS LED BY THE KAM IN THE DIGITAL ECONOMY WITH SOCIAL MEDIA AND THE INTERNET OF THINGS

*Level: All audiences*

*Recommended audience: SAM program heads, director or other senior management SAM org. role, C-level/senior executive strategist, decision maker, geographic head, executive sponsor, managers of NAM/SAM/GAM*

Presenters: Volkhard Bregulla, VP Global Accounts, Germany and Central Eastern Europe, **HP**; Dr. Hajo Rapp, Head of Strategic Accounts, **Siemens AG**

In this session, we will discuss how the digital and networked economy will change the value-creation processes a KAM needs to master to sustain profitable growth. It explores, based on a set of manufacturing and IT industry examples, what challenges a KAM is faced with and how KAM leaders and their corporate programs need to evolve to maintain or even accelerate a competitive advantage through a global account management approach. The group discussions will also dive into the future profile of a KAM, including the question, “Is the next KAM from the Gen Y?”

### 19. HOW DEVELOPING TRUST IN TEAMS CAN LEAD TO ENHANCED COLLABORATION AND INNOVATION

*Level: All audiences*

*Recommended audience: NAM/SAM/GAM, managers of NAM/SAM/GAM, SAM program heads, director or other senior management SAM org. role*

Presenters: Abby Beckley, Operations Director, **WorldWork**; Geraldine Pace, Director, **WorldWork**; Sonya Robazza, Founder, **Robazza International Coaching**; Marie Dancourt-Cavanagh, Owner, **Openingways**

Trust is one of the most important elements of high-performance teams, and this is particularly true when teams are working remotely or working for different organizations. WorldWork, an international training and development company, has created a tool for measuring trust in teams, known as the International Trust in Teams Indicator. This tool allows teams to determine where their weaknesses are and how to rectify those weaknesses. In this session, WorldWork will present key elements that define trust in a work environment as supported by

research, offer practical advice to enable teams to increase trust levels, and provide case studies showing how this tool is used to improve team performance and lead to greater collaboration and innovation.

### 20. PRIORITIZING CUSTOMERS, OPPORTUNITIES AND STAKEHOLDERS: ALIGNING WITH, AND FOCUSING ON, WHAT AND WHO MATTERS MOST

*Level: All audiences*

*Recommended audience: NAM/SAM/GAM, account team members/sales and functional support, SAM program heads, director or other senior management SAM org. role, C-level/senior executive strategist, decision maker, geographic head, executive sponsor*

Presenters: Phil Styrlund, CEO, **The Summit Group**; Dominique Côté, Executive Lead, International Commercial Operations Excellence, **Zoetis**

Top-performing strategic account organizations know time is their most precious currency ... you can't print more! At the heart of strategic account management is mindfully deciding where, and with whom, to invest and divest your time, energy and resources. This session will help you counter the threats of “all customers are important” and “activity addiction” through a pragmatic strategic account and opportunity prioritization “GPS system,” guiding you to both who and where you can create the greatest impact and accelerate profitable growth.

#### ***This session will:***

- Engage you in the latest thinking on strategic account segmentation, selection and de-selection; opportunity prioritization; and stakeholder mapping
- Go well beyond revenue share and potential-based segmentation to consider attributes that provide more reliable indicators of future customer (and non-customer) behavior
- Equip you with simple, pragmatic tools and principles – a “GPS system” – to help you know where to spend more (and less) time in the quest to focus on the right business fit, for both you and your customer
- Capture what's working and lessons learned with real-world examples of what the best companies are doing differently to prioritize accounts and opportunities, and align enterprise resources with what and who matters most



## 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

### 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.

#### **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

**\*IMPORTANT NOTE: EXTRA FEE REQUIRED TO CHOOSE THIS CLASS.** The session on Wednesday, 16 March extends beyond the end of the Pan-European Conference. If you select “Using Presentations to Drive Customer Engagement,” an extra €540 fee will apply.

### 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

## 108: BECOMING “CUSTOMER INTELLIGENT:” DRIVING TRUST AND VALUE FOR STRATEGIC ACCOUNTS (1 DAY)

Faculty: **Walker**

*Recommended Audience: Foundational, Advanced*

Strategic account managers serve a vital role that demands a complete understanding of the customer to drive value while delivering profits for their own organizations. To be effective, they must thoroughly understand their customers’ business issues and be able to mobilize the resources to meet and exceed customer expectations. They must be more than just “responsive.” Rather, they must anticipate and even predict problems before they occur. What’s more, they must proactively bring new ideas and innovative solutions that align with their customers’ needs. This highly interactive session goes beyond simple management strategies to help SAMs become more intelligent about their customers – to better understand customers’ goals, monitor progress, anticipate problems, identify opportunities and collaborate for success.

### **Topics covered:**

- Gathering the right insights to anticipate customer needs and grow accounts
- Mapping the customer “journey” to understand experiences from their perspective
- Garnering the right resources to be the ultimate advocate for the customer
- Building an effective scorecard with the right account metrics
- Conducting effective business reviews to align strategies and build trust
- Identifying, predicting and salvaging at-risk relationships
- Building a broad network of relationships within strategic accounts

“REAL-LIFE CONTENT AND APPLICATION! VERY, VERY USEFUL.”

“THE MOST RELEVANT TRAINING EXPERIENCE I’VE HAD.”

“AN EXTREMELY THOUGHT-PROVOKING TWO DAYS AND A GREAT INVESTMENT OF MY TIME.”

“POSITIVE EXPERIENCE THAT WILL HELP GROW MY SKILLS AND IMPROVE PERFORMANCE.”



## SAMA'S PAN-EUROPEAN CONFERENCE VENUE: AMSTERDAM MARRIOTT HOTEL

Stadhouderskade 12  
1054 ES Amsterdam, Netherlands

### **Conference dates:**

14-16 March 2016

### **SAMA room rate:**

€179 + tax (1 Bed)

€199 + tax (2 Beds)

After you register for SAMA's Pan-European Conference, you will receive the hotel booking information in your confirmation. **Please note:** The cutoff for reservations is 12 February 2016.

### **Cancellation policy:**

You may cancel your reservation at no charge until 4 p.m. CET on the day of your arrival.

Please note that the Amsterdam Marriott Hotel will assess a fee of one room night if you must cancel after this deadline. If you have made a prepayment, they will retain all or part of your prepayment. If not, they will charge your credit card.

## REGISTER AT STRATEGICACCOUNTS.ORG/SAMAPEC16 AT YOUR CONVENIENCE 24/7.

PRICING (subject to change)

PAN-EUROPEAN CONFERENCE – 14-16 MARCH 2016				
Membership Level	Early Bird (register <u>on or before</u> 31 December 2015)		Regular Pricing (register <u>after</u> 31 December 2015)	
	Solo	Team (5+ attendees)	Solo	Team (5+ attendees)
Corporate	€1,495	€1,445	€1,695	€1,645
Individual	€1,645	€1,595	€1,845	€1,795
Non-member	€1,820	€1,770	€2,020	€1,970

\* Teams of five or more attendees qualify for team pricing.

Contact [registration@strategicaccounts.org](mailto:registration@strategicaccounts.org) for SAMA Academy-only pricing.

**IMPORTANT NOTE: EXTRA FEE AND EXTRA TIME REQUIRED TO CHOOSE SAMA ACADEMY SESSION 106.** The session on Wednesday, 16 March falls outside of the scope of the SAMA Pan-European Conference. If you select "Using Presentations to Drive Customer Engagement," an extra €540 day fee applies.

## IMPORTANT REGISTRATION INFORMATION & POLICIES

### Cancellations and refund policy

All cancellation/substitution requests must be submitted (in writing) via email to [registration@strategicaccounts.org](mailto:registration@strategicaccounts.org).

By **15 February 2016**, FULL refunds will be given for any cancellation.

Between **16 February 2016 and 29 February 2016**, any cancellation will receive a full credit to be used for any meeting prior to SAMA's 2017 Pan-European Conference.

Starting **1 March 2016**, any cancellation will forfeit 50 percent of the fees paid and will be issued a credit for the remaining 50 percent to be used for any meeting prior to SAMA's 2017 Pan-European Conference.

**Substitutions** are allowed any time prior to the commencement of SAMA's 2016 Pan-European Conference.

**Questions?** Please contact [registration@strategicaccounts.org](mailto:registration@strategicaccounts.org) or call Erin Pallesen, Registration Manager, at +1-312-251-3131, ext. 27.

### Confirmation of your registration

Confirmation of registration will be sent via email. If you do not receive confirmation within 24 hours, please contact Erin Pallesen at [registration@strategicaccounts.org](mailto:registration@strategicaccounts.org) or +1-312-251-3131, ext. 27.

### 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 [registration@strategicaccounts.org](mailto:registration@strategicaccounts.org) 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 for FREE with your Non-Member registration!

This year we're offering a **FREE** SAMA Individual Membership with your non-member Pan-European Conference registration. For the rest of the year, take advantage of preferred individual member pricing to our other meetings, including our Annual Conference in Chicago, 100 resource credits to use in our SAMA Resource Library, a year-long *Velocity*<sup>®</sup> magazine subscription, and much more. Save when you become an individual member today!

For additional information, contact Gus Appenbrink, Sales Representative with SAMA, at +1-312-251-3131, ext. 26, or [appenbrink@strategicaccounts.org](mailto:appenbrink@strategicaccounts.org).

# STRATEGIC ACCOUNT MANAGEMENT PROGRAM ASSESSMENT

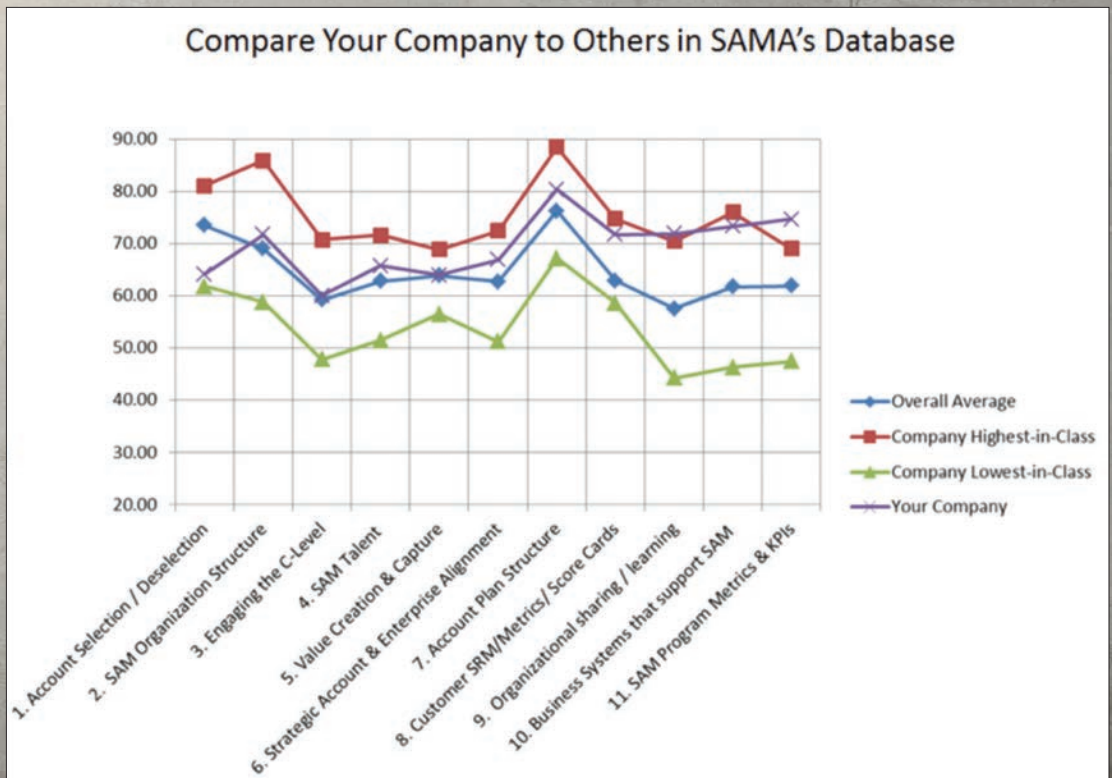


It's been said that today's SAM is like a conductor — orchestrating interactions both at the customer and within his own organization. If the analogy holds, then that makes the SAM program an orchestra – a set of complementary but different pieces, each with its role to play. And just like in an orchestra, if even one player is out of tune then the end result will be discord.

That's where SAMA comes in.

Using 50 years of work in strategic account management, SAMA has developed a tool that quantitatively assesses the relative maturity of a SAM program across a number of key enablers. Whether you wish to assess your account selection/de-selection process or the efficacy of your CRM system, SAMA's SAM Program Assessment will provide you practical guidance regarding the components necessary to achieve profitable growth of your strategic accounts — and the data to support these assertions.

If you are looking to fine-tune your SAM program, reinforce your 2016 initiatives and measure your progress against your goals, SAMA's SAM Program Assessment can help. The Program Assessment can be included in your yearly corporate membership.



For more information about SAMA's SAM Program Assessment, contact Gus Appenbrink, Sales Representative, at +1-312-251-3131, ext. 26, or email [appenbrink@strategicaccounts.org](mailto:appenbrink@strategicaccounts.org).

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