



SAMA ANNUAL CONFERENCE | MAY 21-23, 2018

Hilton Orlando Bonnet Creek | Orlando, Florida

FROM BEGINNING TO WINNING IN A NEW SAM ECOSYSTEM



SAMA RESEARCH @ THE CONFERENCE: ADDITIONAL SESSIONS

SAMA Research will be offering three intimate, roundtable sessions tailored to specific industry sectors. The sessions, which are limited to 15 practitioners only, use new SAMA research as a launching board to discuss specific challenges facing professionals in healthcare, services and industrial areas.

Identifying, quantifying and capturing the value of intangibles: A best practice exchange

Level: All audiences (practitioners only)

*Presenters: Andreas Hinterhuber, Partner, **Hinterhuber & Partners**; Stephan Liozu, Chief Value Officer, **Thales Group***

Competitive B2B companies must develop the capabilities to quantify value in order to set prices that reflect value. Value quantification leads to reduced discounting, higher profits and higher growth. For the vast majority of companies, value quantification means quantifying the value of tangible elements of the value proposition, such as total cost of ownership benefits. The most successful companies create value for their customers *beyond* TCO reductions: co-creation capabilities, brand value, innovation, responsiveness, thought leadership, and customer orientation are some of the intangible elements of value that B2B suppliers deliver to their customers.

The big, unanswered question for B2B suppliers is: whether and how to translate intangible elements of the value proposition into quantified customer value in order to drive profits via value-based selling and pricing.

In this fully interactive session, the group will discuss:

- What intangible value drivers are used by account managers in their daily customer interaction and account conversations
- How account managers understand the concept of intangible versus tangible value drivers
- How intangible value drivers are used in promoting corporate positioning and in communicating differentiation
- How intangibles are translated in customer benefits and quantified as part of value models or scorecards
- How account managers use intangibles during value selling and negotiation for capturing value.

43. Identifying, quantifying and capturing the value of intangibles: A best practice exchange (Healthcare)

Capacity: 15 attendees

Focus: Healthcare sector

44. Identifying, quantifying and capturing the value of intangibles: A best practice exchange (Services)

Capacity: 15 attendees

Focus: Services sector

45. Identifying, quantifying and capturing the value of intangibles: A best practice exchange (Industrial)

Capacity: 15 attendees

Focus: Industrial sector

"Motivating, inspiring and truly educational."

WHAT'S THE ROI?

The value of strategic account management

"SAM is a differentiator within our industry. Program provides customer with access to subject-matter expertise for value creation while leveraging our traditional local sales/service teams for execution. Internally, our SAM program provides our organization with clear insight on where our large, multinational customers are going strategically."

"Only a true customer-focused approach that unites and aligns our company's resources on value creation for both parties can differentiate us and sustain our growth in the medium to long term. It's also an approach that can dissolve internal barriers along the way, if strongly led by the CEO downwards."

PERSONAL DEVELOPMENT

- ✓ Hear directly from best-in-class companies what's worked for them, what challenges they had to overcome and what's in store for the future of strategic account management.
- ✓ Learn tools, methodologies and mindset shifts from the world's foremost experts and thought leaders.
- ✓ Grow your network by making one-on-one connections with seasoned practitioners.

RETURN, RETURN, RETURN

- ✓ If you're not learning and growing, you're dying. Just one or two choice insights can repay your cost of attendance many times over.
- ✓ Take what you learn back to the office and become a coach and thought leader in your organization.

WHO SHOULD ATTEND?

- SAM program directors
- Strategic/global/key account managers
- Account team members
- Field sales supporting key customers
- Sales & marketing executives
- Senior management (business units & geographies)
- Sales support & operations
- Sales training & development
- Human resources
- Chief sales officers



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