

Growth:

Fuelling Increased Market
Share Through Strategic
Account Management



*"When you're in tough
economic times, the last
thing you want to do is back
away from your customers."*

- SAMA
Corporate Member

SAMA's Pan-European Conference

8-10 March 2009

Hilton Berlin • Berlin, Germany



Unwavering Focus on Profitable Market Share Growth

History has shown, time and again: companies that plan for market share growth by maintaining customer loyalty thrive, even in an economic downturn. Your customers – themselves lean on resources – need your help more than ever and will reward your focus with increased market share.

At SAMA, we firmly believe that an unwavering focus on existing key customers, even in the face of decreased customer spending, will deliver both the **increased customer loyalty** you need to weather a downturn and the **growth in market share** you will need to succeed into the upturn.

- How can you drive greater loyalty and market share growth?
- How do you prepare for the worst without cutting your core business?
- How do you position yourself now for the upturn?
- How do you stay closely engaged with your strategic customers?

This conference will help you achieve excellence in managing your key customer relationships. The speakers and sessions offered will help you cut through any paralysis or confusion that could affect your programme and reflect the core elements needed to drive increased customer loyalty and market share growth:

Creating Strategic Pricing: Accurately pricing goods and services according to the customer's perceived value.

Developing Solutions With the Customer: Building new approaches with customers while staying within your existing business model.

Co-Creating New Business: Appropriately changing your combined business model with the customer offers huge growth potential.

Analysing Organisational Models: Re-examining your strategic account management programme structure—different models have differing consequences.

Managing Talent: Developing and deploying talent is crucial to generating customer loyalty and market share growth.

Using Metrics: What you don't measure, you can't manage.

Displaying an Iron Discipline: Steadfast implementation of the right SAM processes: strategic customer analysis, account planning and executive sponsorship.

These elements make strategic account management the primary driver of customer loyalty and market share growth of our time. Significant growth potential still exists in the smart management of relationships between suppliers and customers. This conference is your key to tapping that unseen potential.

Bernard Quancard

President and CEO, Strategic Account Management Association



Tighter budget restrictions on travel and training mean that your company's choices need to be **efficient, productive** and **customer-facing**. Here's how the SAMA Pan-European Conference meets those requirements:

EFFICIENT:

Combine your strategic planning meeting with the learning opportunities available at the Pan-European Conference. Bring your team together early in the year to cover more workshops and share knowledge on-site.

Special Benefits for Companies Bringing 5 or More Team Members:

SAMA will provide logistical and content support to companies wishing to hold a team meeting on-site at the Conference.

- Complimentary meeting space*
- Custom-selected speakers to match your desired goals
- Benchmarking opportunities with other companies

*limited availability, first come, first served

PRODUCTIVE:

The Pan-European Conference gathers some of the best and brightest presenters in strategic account management.

Many, like keynote speaker LaVon Koerner, have consistently been top-rated presenters at our events.

Others are seasoned SAM professionals and acknowledged thought leaders in our industry that will help you discover new points of view about how to make SAM thrive.

Each session at the conference offers a set of fresh ideas that you can use to focus on growing your market share.

CUSTOMER FACING:

Many of our attendees tell us that the networking at the Pan-European Conference is worth the price of admission. We'll let them do the talking:

"No doubt, peer-to-peer networking is one of the big added values of SAMA's conferences and events."

"The conversations you find yourself in are incredibly valuable."

"Fierce conversations."

"Engaging, good open discussions and sharing of real experiences."

"Networking with peers throughout the conference is also a big draw for me."



Grow Your Market Share: *Invest in Your Team*

Make the Pan-European Conference your strategic planning meeting. Bring your team to Berlin and maximise your travel and training budget.

Contact Matt Fegley,
Membership Director, at
+1 312 251 3131, ext. 10, or
fegley@strategicaccounts.org
for additional information.

Divide and Conquer

With courses for every level of your SAM programme, SAMA staff can assist you in recommending the right programme agenda for your team members. By attending as a team, you can spread session coverage across your entire SAM group. For ideas on how to make the most of your team's Conference experience, contact Elisabeth Cornell at +1 312 251 3131, ext. 16, or cornell@strategicaccounts.org.

Strategic Planning Opportunity

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

SAMA's Team Programme offers many exclusive services to maximise the experience of each company that brings 5 or more people to the Conference, which include:

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

Team Pricing

Early Bird (ends 31/12/08)

Corporate: €1255

Individual: €1405

Non-member: €1555

Regular (starts 1/1/09)

Corporate: €1455

Individual: €1605

Non-member: €1755

**space is limited - requests fulfilled in order received*

***subject to availability*



Monday, 9 March

The Emerging New Role of a Strategic Account Manager

The strategic account manager's position is in jeopardy of losing its long-coveted status as the ultimate pinnacle in a sales career. The role of a SAM is being rendered obsolete in an unceremonious manner by declining budgets and reduced programme support by senior management. As a result many SAM programmes are failing to reach their revenue and profitability targets. Some organisations have openly begun questioning the benefit of having a SAM programme.

But the role of the SAM is NOT dead. It is undergoing its first real and dramatic redefinition in many years, and companies that are proactive in redefining the SAM role are positioned to quickly grab wallet-share and create barriers of entry for their competitors. Not only are the SAM roles changing, companies' reliance on the health and viability of SAM programmes will increase at a rate far greater than the growth rates of the industries they serve.

A new role for the SAM is the only viable answer for companies struggling to grow in a troubled economy. In his usual plain spoken manner, LaVon Koerner will lay out the new role of a SAM in simple but revolutionary terms.

Tuesday, 10 March

The Evolution of SAM Programmes

Especially for an integrated technology company like Siemens, the globalisation of markets and international harmonisation of customer processes create an increasing need for account managers who coordinate the entire breadth and depth of the company's portfolio. Siemens has a strong history of customer-centricity in account management, driven by the Siemens One approach, which is Siemens' answer to customers faced with complex and global challenges. The main elements of Siemens One are:

- A mindset and attitude of all Siemens employees not to act in silos
- An effective account management setup
- Harmonised and efficient structures and processes in sales and account management

The central Siemens One team has developed its global, cross-group account management approach to a maturity that now allows Siemens to allocate the established account management processes closer to the business units. This helps make Siemens' offerings even more aligned to the needs of vertical markets and customers, as well as to the requirements of Siemens' business units.

keynote speakers



LaVon Koerner

*President and Chief Revenue Officer,
Revenue Storm Corporation*



Dr. Heinrich Hiesinger

*CEO of the Industry Sector and
Member of the Managing Board,
Siemens AG*

Day One: Sunday, 8 March 2009

13:00 – 20:00 Registration / Check-In

16:00 – 18:00 **Bonus Session: Elements of Strategic Account Management (2 hours)**

18:00 – 20:00 Welcome Reception

Day Two: Monday, 9 March 2009

07:00 – 18:30 Registration / Check-In

07:15 – 08:15 Breakfast

08:15 – 09:30 Keynote: **LaVon Koerner** - *The Emerging New Role of a Strategic Account Manager*

09:30 – 10:00 Break

	Essentials of SAM: Foundational	Essentials of SAM: Advanced	SAM Program Design, Structure & Management	Executive Strategy and Decision-Making
10:00 – 11:30	2 Transforming Your Customer Relationships through Account Planning	6 Unleashing the Power of Co-Creation in SAM <i>*3-hour workshop: 10:00 – 13:30</i>	11 Compass Group: Launching a Healthy SAM Programme	16 Cisco: Scaling for Customer Success During Market Transitions
	4 Creating and Managing Growth Initiatives <i>*3-hour workshop: 10:00 – 13:30</i>	8 Pricing Strategies for Increasing Profitability: What Every Account Manager Needs to Know <i>*3-hour workshop: 10:00 – 13:30</i>		

11:30 – 12:00 Break

12:00 – 13:30	4 Creating and Managing Growth Initiatives (continued)	6 Unleashing the Power of Co-Creation in SAM (continued)	10 Panel Discussion: Examining the Organisational Models of Global Account Management	15 The Commercialisation and Industrialisation of Solutions
	5 Negotiating with Difficult Customers in Tough Times	8 Pricing Strategies for Increasing Profitability (continued)		

13:30 – 14:30 Lunch & Networking

14:30 – 16:00	1 Royal Mail: How well do you really understand your customer? Emerging practices in SRM and how they affect relationship understanding	7 Forget the Price, Sell Your Costs! Using Cost Productivity and Transparency to Add Strategic Value	12 Schneider Electric: Leveraging Web 2.0/ Second Life for Co-Creating Value through Collaborative Planning with Strategic Customers	16 Cisco: Scaling for Customer Success During Market Transitions
	2 Transforming Your Customer Relationships through Account Planning			

16:00 – 18:00 Free Time

18:30 – 19:30 Cocktail Reception

19:30 – 21:30 Dinner

For full session descriptions and to register online, visit:
www.strategicaccounts.org/PEC

Day Three: Tuesday, 10 March 2009

07:00 – 16:00	Registration / Check-In
07:15 – 08:15	Breakfast
08:15 – 09:30	Keynote: Dr. Heinrich Hiesinger - <i>The Evolution of SAM Programmes</i>
09:30 – 10:00	Break

	Essentials of SAM: Foundational	Essentials of SAM: Advanced	SAM Program Design, Structure & Management	Executive Strategy and Decision-Making
10:00 – 11:30	3 Creating & Presenting Customer Specific Value Propositions <i>*3-hour workshop: 10:00 – 13:30</i>	8 Pricing Strategies for Increasing Profitability: What Every Account Manager Needs to Know <i>*3-hour workshop: 10:00 – 13:30</i>	13 The SAM Manager's Critical Role in the Capability Development of a SAM	17 The Innovation Challenge
	4 Creating and Managing Growth Initiatives <i>*3-hour workshop: 10:00 – 13:30</i>	9 Roundtable of Seasoned Global Client Directors		18 Why is Customer Profitability and Cost-to-Serve Reporting Important?
11:30 – 12:00	Break			
12:00 – 13:30	3 Creating & Presenting Customer Specific Value Propositions (continued)	8 Pricing Strategies for Increasing Profitability (continued)	12 Schneider Electric: Leveraging Web 2.0/ Second Life for Co-Creating Value through Collaborative Planning with Strategic Customers	15 The Commercialisation and Industrialisation of Solutions
	4 Creating and Managing Growth Initiatives (continued)		14 Capitalising on Incentives and Goals to Enable Effective Team-Based Selling	
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14:30 – 16:00	1 Royal Mail: How well do you really understand your customer? Emerging practices in SRM and how they affect relationship understanding	7 Forget the Price, Sell Your Costs! Using Cost Productivity and Transparency to Add Strategic Value	11 Compass Group: Launching a Healthy SAM Programme	17 The Innovation Challenge
	5 Negotiating with Difficult Customers in Tough Times		14 Capitalising on Incentives and Goals to Enable Effective Team-Based Selling	
16:00	Conference Adjourns			

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

Focus Areas

At this year's Pan-European Conference, attendees have the opportunity to focus on both individual and organisational areas of SAM excellence that are critical to fuelling your market share growth.

Essentials of Strategic Account Management:

[Foundational and Advanced]

SAM Programme Design, Structure and Management

Executive Strategy and Decision-Making

Depending on your role, function and current objectives, you may choose the majority of your classes from one focus area or select sessions across all focus areas.

Attendee Focus Areas

Essentials of Strategic Account Management: Foundational

- Recommended for:
- New and developing strategic account managers (SAMs)
 - Managers and executives new to strategic account management
 - Professionals who develop and coach SAMs

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

Essentials of Strategic Account Management: Advanced

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

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

SAM Programme Design, Structure and Management

- Recommended for:
- SAM, sales, marketing and sponsor executives engaged in planning, launching or improving a strategic accounts programme/initiative
 - Strategic account managers seeking an understanding of the overall context and shift to a customer-centric culture

Sessions examine vital capabilities and enablers for developing and sustaining a strategic accounts group, from organisational modelling to talent management and performance measurements.

Executive Strategy and Decision-Making

- Recommended for:
- SAM, sales, marketing and sponsor executives governing overall SAM strategy and/or operations
 - Senior level SAMs in key decision-making roles or on an executive career path

Sessions focus on the top future-facing concerns of senior decision-makers in interactive formats.

Bonus Session: Elements of Strategic Account Management

Recommended for: General Audience

Sunday, 8 March
16:00 - 18:00

Presenter:

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

Join SAMA CEO Bernard Quancard on Sunday afternoon, 8 March for a discussion of the building blocks for strategic account management (SAM). This special session will provide a general understanding of the key elements of SAM and a framework within which all of the sessions for the conference can be better understood.

You will learn:

- An overview of the basic building blocks of strategic account management: SAM essentials; programme design and management; and managing the SAM
- A framework for making decisions around many aspects of strategic account management
- How to assess the current state of one's own SAM programme
- Why salespeople and sales programmes increasingly operate more like strategic account managers and SAM programmes
- Cutting-edge emerging issues in SAM

Essentials of Strategic Account Management - Foundational

Recommended for:

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

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

The hallmarks of a successful strategic account manager are...

"Not being afraid to make that difficult decision.

[It's] knowing your customer, anticipating problems before they occur and when they do, handl[ing] them to the best of your abilities."

"[The] ability to call high and wide within an organisation."

"...See[ing] the value in the other parts of your organisation, even those that don't touch the customer. You need to be able to build alliances with the different business lines with your organisation."

"Passion for the customer."

"Resilience, professional integrity, tenacity, [and a] willingness to speak up for customer interests."

"[The] ability to leverage internal resources and the ability to 'think bigger' than a traditional sales/account manager."

Royal Mail: How Well Do You Really Understand Your Customer? Emerging Practices in SRM and How They Affect Relationship Understanding

(90-minute session)

Emerging practices in Supplier Relationship Management (SRM) are having a profound impact on those involved in strategic customer relationships. Often, strategic account managers take too many short cuts when it comes to deeply understanding their customers' needs. In this session, strategic account practitioner Robin Mar of Royal Mail will enumerate how account managers can correctly use SRM to deepen and transform their customer relationships via growth and loyalty.

Presenters: Robin Mar, Head of New Business, Royal Mail; David Atkinson, Director, Mosaic SRM Ltd.

Transforming Your Customer Relationships through Account Planning

(90-minute session)

Account plans pose a critical test of your programme's value to customers. How do you make sure the plan is creative, insightful and focused on practical strategies that will transform the relationship? This session offers tips on how to put the right information into your account plans.

Presenter: Peter Mathias, Founder and CEO, Mathias & Co.

Creating and Presenting Customer-Specific Value Propositions *(3-hour workshop)*

Customers expect highly specific value propositions, yet many suppliers find them difficult to develop, deliver and measure. This course offers a straightforward process for creating and validating value propositions that align your firm's capabilities to your customers' business drivers.

Presenter: Dave Cusdin, Global Sector Leader, Mercuri International

Creating and Managing Growth Initiatives *(3-hour workshop)*

This workshop is designed to provide a value generation process that focuses on bundling your product and service solution sets and leveraging your company's core competencies into the deal. By using this approach, you will protect margins, create competitive immunity, enhance the overall relationship with key customers and also master the "internal sell." This session will include the use of the Initiative Storyboard, a summary of account knowledge, articulated strategy, and the action plan for success. The Storyboard also helps with sales coaching, strategy review sessions, identifying competitive vulnerabilities, and presentations to executives.

Presenter: Phil Styrlund, President, The Summit Group

Negotiating with Difficult Customers in Tough Times *(90-minute session)*

Even the most strategic account managers need to be able to deal with extreme short-term focus and price pressure from the customer during negotiations. This session reveals the underlying dynamics and psychology of these situations and specifically what you can do about them. The potential for high stress and emotional responses can be reduced with careful documentation and analysis of the balance of power, sound negotiation tactics and appropriate behaviours.

Presenter: Frédéric Vendeuvre, Directeur Associé, Halifax Consulting

New!

Session

1

Monday, 9 March
14.30 - 16.00

Tuesday, 10 March
14.30 - 16.00

Top Rated!

Session

2

Monday, 9 March
10.00 - 11.30 &

14.30 - 16.00

Top Rated!

Session

3

Tuesday, 10 March
10.00 - 13.30

New!

Session

4

Monday, 9 March
10.00 - 13.30

Tuesday, 10 March
10.00 - 13.30

New!

Session

5

Monday, 9 March
12.00 - 13.30

Tuesday, 10 March
14:30 - 16:00

Essentials of Strategic Account Management - Advanced

Recommended for: • Senior level SAMs with several years' experience managing strategic customers
• Managers and executives seeking to raise the level of SAM competency and performance

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

New!
Session 6

Monday, 9 March
10:00 - 13:30

Unleashing the Power of Co-Creation in Strategic Account Management

(3-hour workshop)

There is a cresting co-creative current overtaking the strategic account management sector. In fact, successful account managers have utilised aspects of co-creation for years as they've become the key facilitators and managers of the corporate sales process. In this workshop, Francis Gouillart will introduce the key principles of co-creation as a transformative corporate and personal development strategy. Through case studies you'll see how complex industry value chains involving multiple parties can be energised by co-creation.

Presenter: Francis Gouillart, Co-founder and President, Experience Co-Creation Partnership

New!
Session 7

Monday, 9 March
14:30 - 16:00

Tuesday, 10 March
14:30 - 16:00

Forget the Price, Sell Your Costs! Using Cost Productivity and Transparency to Add Strategic Value

(90-minute session)

In the end, most buyers focus mainly on price. So why not capitalise on that? This session teaches a step-by-step approach to anticipate the customer's price sensitivity by proactively proposing a comprehensive cost reduction programme. The result: a fairer price negotiated with the customer! Once you acknowledge price concerns and demonstrate your company's capacity for cost reduction, the buyer will overlook your price and instead will focus on the value of your cost reduction potential.

Presenter: Luc Godtler, Avencore

New!
Session 8

Monday, 9 March
10.00 - 13.30

Tuesday, 10 March
10.00 - 13.30

Pricing Strategies for Increasing Profitability: What Every Account Manager Needs to Know

(3-hour workshop)

This workshop offers a framework and methodology for intelligent pricing decisions based on real, quantifiable value delivered to the customer. The foundations of value-based pricing as well as tools and approaches for value quantification will be covered. Actual case studies will be used.

Presenter: Andreas Hinterhuber, Partner, Hinterhuber & Partners

New!
Session 9

Tuesday, 10 March
10.00 - 11.30

Roundtable of Seasoned Global Client Directors

(90-minute session)

In addition to fulfilling the core demands of a strategic/key account, a global customer manager deals with significantly greater complexity and scope of the customer's firm as well as his or her own siloed and matrixed organisation. Through a lively exchange with attendees, three experienced global account executives at industry-leading companies will share their insights and observations on what their global role as a SAM means to them and their companies.

Moderator: LaVon Koerner, Chief Revenue Officer, Revenue Storm

Panellists: Brek Benson, IBM (Allianz); Martin Riedel, Schneider Electric – SGBD (Nestlé);
Tyrone Morris, Xerox (Siemens)

Breakaway strategic account management is...

"... Strategic vision and cultural awareness [and the] ability to execute plans and strategies."

"Making the impossible possible."

"[Obtaining the] skills to gain share of mind within [your] own company to assign resources to the customer."

"[The] ability to see the big picture, to synthesise company mission with customer goals, creativity, drive and analytical decision making."

"A running ability to enhance the customers' performance and bottom line."

SAM Programme Design, Structure and Management

Recommended for:

- SAM, sales, marketing and sponsor executives engaged in planning, launching or improving a strategic accounts programme/initiative
- SAMs seeking an understanding of the overall context and shift to a customer-centric culture

Sessions examine vital capabilities and enablers for developing and sustaining a strategic accounts group, from organisational modelling to talent management and performance measurements.

To create an enterprise growth engine through SAM, you must...

"Align the entire company to support GAM programmes and develop the right skill set for new GAMs."

"[Look at the] globalisation of client needs and alignment of structure and resources to support globalisation."

"Retain key people and train new people fast enough to maintain growth."

"[Create] a consistent solution. As customers complete mergers/acquisitions, the supply chain increases in complexity - companies will focus on centralised spend management. Customers with multiple locations want to experience [the] success seen in one area across its enterprise."

Panel Discussion: Examining the Organisational Models of Global Account Management (90-minute session)

Which form of global account management (GAM) programme is the most appropriate for each customer? And how many different forms should we provide to customers overall? This panel discussion will cover how this choice can add or hinder value for the customer. Moderated by one of the world's foremost experts on GAM, George Yip, co-author of *Managing Global Customers* and Dean of the Rotterdam School of Management. Panellists will be senior executives in charge of GAM programmes at major multinational companies that use different GAM structures.

Moderator: George Yip, Dean, Rotterdam School of Management, Erasmus University

Panellists: Nick Watson, VP of Strategic Accounts-Global 3.0, Cisco Systems Limited; others TBA-check www.strategicaccounts.org for latest info

Compass Group: Launching a Healthy Strategic Account Management Programme (90-minute session)

In 2007, Compass Group plc, a leading food and support services company with annual revenues of £10 billion, launched its International Key Accounts Programme. Although young, Compass Group's programme has achieved strong support both internally and externally. Learn how Compass used a pragmatic approach to quickly establish a durable KAM programme.

Presenters: Jeroen Kurvers, Marketing & Business Systems Director - International Clients, Compass Group plc; Edmund Bradford, Director, Mosaic SRM Ltd.

Schneider Electric: Leveraging Web 2.0/Second Life for Co-Creating Value through Collaborative Planning with Strategic Customers (90-minute session)

Strategic account organisations are challenged by the need for a formal process to collaboratively plan and co-create value with the C-level at leading strategic customers; the need to reduce costs in a difficult economic environment; and the emergence of Web 2.0 and 3D technologies such as Second Life. Schneider Electric piloted collaborative planning with strategic customers in Second Life at the end of 2008 as a means to bring key people from around the world to help co-create value with customers while significantly reducing costs.

Presenter: Michael Sullivan, Vice President Global Strategic Accounts, Schneider Electric - SGBD

The SAM Manager's Critical Role in the Capability Development of a SAM (90-minute session)

When the immediate manager of a SAM "owns" the capabilities development and performance management of their direct report, the results are dramatic and measurable. With significant customer opportunities at stake, the manager is best positioned to accurately align the right SAM competencies and behaviours to the company's business objectives. Having worked in both sales and talent development roles at Procter & Gamble for over 30 years, D. Maria Edelson has excellent perspective on what it takes to transform management culture and practices in this critical area of developing top-performing strategic account managers.

Presenter: D. Maria Edelson, Sales Capability Development, Procter & Gamble

Capitalising on Incentives and Goals to Enable Effective Team-Based Selling (90-minute session)

Much of the good that SAM programmes accomplish for customers comes from teamwork. This session offers a workable approach for using incentives and compensation to drive team effectiveness.

Presenters: Prabha Sinha, Founder and Co-Chairman, ZS Associates; and Greg Ernest, Principal, ZS Associates

New! Session 10

Monday, 9 March
12:00 - 13:30

New! Session 11

Monday, 9 March
10:00 - 11:30
Tuesday, 10 March
14:30 - 16:00

New! Session 12

Monday, 9 March
14:30 - 16:00
Tuesday, 10 March
12:00 - 13:30

New! Session 13

Monday, 9 March
14:30 - 16:00
Tuesday, 10 March
10:00 - 11:30

New! Session 14

Tuesday, 10 March
12:00 - 13:30 &
14:30 - 16:00

Executive Strategy and Decision-Making

Recommended for: • SAM, sales, marketing and sponsor executives governing overall SAM strategy and/or operations
• Senior level SAMs in key decision making roles or on an executive career path

Sessions focus on the top future-facing concerns of senior decision makers in interactive formats.

New!
Session 15
Monday, 9 March
12:00 - 13:30
Tuesday, 10 March
12:00 - 13:30

The Commercialisation and Industrialisation of Solutions (90-minute session)

Dr. Kaj Storbacka will share some of the findings of a multi-client project on solution business that Vectia has been running in 2008-09. The theme is solution commercialisation and industrialisation. The key lessons from this session are approaches for managing and measuring solution businesses: increasing margins, accelerating growth and driving down costs through repeatability of solutions.

*Presenter: Kaj Storbacka, Professor, Nyenrode Business Universiteit, Netherlands
Founder, Vectia Ltd.*

New!
Session 16
Monday, 9 March
10:00 - 11:30 &
14:30 - 16:00

Cisco: Structuring and Scaling for Customer Success during a Market Downturn (90-minute session)

In this session you will hear from experienced business and account management practitioner Nick Watson, who helped Cisco rebound quickly in the wake of the Internet economy bust of 2000-2001. In addition to introducing and bundling services to accompany its products, Cisco was able to scale its offerings across customer accounts, helping both the company and its customers endure the upheaval of the downturn. Watson applies the lessons learned by Cisco in 2000-2001 to the environment of today.

Presenter: Nick Watson, VP of Strategic Accounts-Global 3.0, Cisco Systems Inc.

New!
Session 17
Tuesday, 10 March
10:00 - 11:30 &
14:30 - 16:00

The Innovation Challenge (90-minute session)

The modern approach to strategy and innovation is one where customers actively participate in the shaping of their own experience with the organisation at every interaction, either individually or along multiple stages of the value chain. As a result, value is no longer solely created by the firm but is co-created between the organisation, its customers, and its suppliers. The forces of co-creation are at play across the B2B environment and are rapidly redefining the paradigm of value as we know it.

Presenter: Francis Gouillart, Co-founder and President, The Experience Co-Creation Partnership

New!
Session 18
Monday, 9 March
14:30 - 16:00
Tuesday, 10 March
10:00 - 11:30

Why is Customer Profitability and Cost-to-Serve Reporting Important? (90-minute session)

For most companies, the products and service lines have become commodities and no longer a source to gain a competitive advantage. Most accounting reports stop at calculating product and service line gross profit margins, yet the big differences are in the channel-related and customer-related costs – the costs-to-serve. A mind shift is needed from pursuing increased sales volume at any cost to profitable sales volume. Hence, the shift for competitive advantage is now on the level of service and the cost-to-serve of differentiated customer segments.

Presenter: Gary Cokins, Global Product Marketing Manager for Performance Management, SAS Institute Inc.

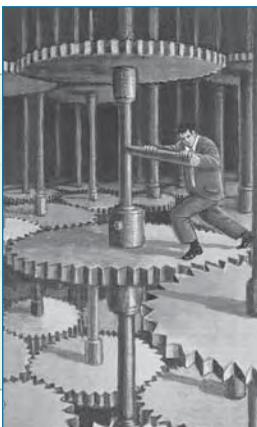
How do you improve organisational performance and maintain growth?...

"[Build your] global footprint, deliver your product on time consistently and global pricing."

"Sustained growth of strategic accounts."

"Maintain relationships despite misaligned strategies."

"Show tangible results."



Registration Information

Conference Hotel (Hilton Berlin)

Hilton Berlin
Mohrenstrasse 30, Berlin, Germany 10117
+49 30 2023 4206

The Hilton Berlin is a short drive from any of Berlin's 3 airports; Tempelhof (20 minutes), Tegel (30 minutes) and Schoenefeld (50 minutes). Set on Gendarmenmarkt, major Berlin attractions such as Brandenburg Gate are within a mile radius. The Stadmitte metro station is situated in front of the hotel.

Conference Registration Fee Includes

- Conference materials and educational sessions
- Sunday evening welcome reception
- Monday breakfast, lunch, reception and dinner
- Tuesday breakfast and lunch

Conference fees DO NOT include hotel or airport transportation arrangements. Meeting-related fees must be paid in euros (€). We will accept registration forms as long as space is available.

Registration Information - *Three Ways to Register!*

- A) Complete this registration form and mail along with payment to:
SAMA — PEC Registration
33 N. LaSalle St., Suite 3700, Chicago, Illinois 60602 U.S.A.
- B) Or FAX form to: +1 312 251 3132 (*Please put name on all faxed pages)
- C) Or register online at (www.strategicaccounts.org/PEC)

Hilton Berlin Hotel Reservations

A link to the [SAMA / Hilton Berlin Reservation site](#) will be forwarded to you in your Confirmation from SAMA.

Cancellation and Refund Policy

All cancellations must be submitted in writing to espinosa@strategicaccounts.org. The refund policy is as follows:

- Full refunds on or before Friday, 6 February 2009.
- After 6 February 2009 NO REFUNDS will be issued, regardless of the date that the registration was submitted.
- Replacements are allowed at any time prior to the commencement of the Pan-European Conference. Please be aware that additional fees may apply if the replacement has a different membership status. Replacements need to fill out the paper registration form and fax to the SAMA Office at +1 312 251 3132 as the online form requires payment. Please call the Meetings Dept. at +1 312 251 3131 ext. 38 for more information on replacements.

On-site Registration / Check-In

When you arrive at the Hilton Berlin on Sunday evening or Monday morning, proceed to the SAMA Registration Desk to collect your packet and badge. SAMA's Registration Desk will be open at 13:00 on 8 March and available to you throughout the programme to assist with any questions.

Dress Code / Weather

- The conference dress code is business casual.
- Temperatures in Berlin are a breezy 8C/45F. A jacket is recommended.
- If you have any dietary restrictions, please contact the SAMA office at +1 312 251 3131 ext. 38. Arrangements will be made to accommodate you.

Questions?

Please call the Meetings Department at +1 312 251 3131, ext. 38.

SAMA's Pan-European Conference • 8-10 March 2009

Hilton Berlin, Mohrenstrasse 30, Berlin, Germany 10117

Surname/Last Name	First Name	Badge Name (one name only)
Company	Parent Company	Job Title (will appear on Badge)
Address	City	Postal Code
		Country
Phone	Fax	
E-Mail (Attendee's)		

Session Selections

Check one session selection per time slot. (use your brochure for session numbers & descriptions)

Sunday, 8 March 2009

16:00 – 18:00	Bonus Session _____
----------------------	----------------------------

Monday, 9 March 2009

10:00 – 11:30	2 _____	11 _____	16 _____	4 _____	6 _____	8 _____	
12:00 – 13:30	5 _____	10 _____	15 _____	4 _____	6 _____	8 _____	
14:30 – 16:00	1 _____	2 _____	7 _____	12 _____	13 _____	16 _____	18 _____

Tuesday, 10 March 2009

10:00 – 11:30	9 _____	13 _____	17 _____	18 _____	3 _____	4 _____	8 _____
12:00 – 13:30	12 _____	14 _____	15 _____		3 _____	4 _____	8 _____
14:30 – 16:00	1 _____	5 _____	7 _____	11 _____	14 _____	17 _____	

LEGEND:

Bonus Session
Essentials of SAM: Fundamentals
Essentials of SAM: Advanced
Programme Design, Structure & Management
Executive Strategy & Decision-Making

Registration Fee

All prices in Euros

	Early Bird <i>ends 31/12/08</i>		Regular	
	Solo	Team*	Solo	Team*
Corporate Member	€1325	€1255	€1525	€1455
Individual Member	€1475	€1405	€1675	€1605
Non-Member	€1625	€1555	€1825	€1755

*Teams = 5 or more paying attendees

€100 Registration Rebate

SAMA will refund €100 to all attendees who reserve rooms at the Hilton Berlin. All incentive refunds will be processed upon verification on or after 8 February 2009.

Payment (in Euros €)

Conference Registration Fee	€ _____
Membership Fee (€350) <small>(initiation fee of €75 waived for conference attendees)</small>	€ _____
Total Fee	€ _____

Cancellation and Refund Policy

All cancellations must be submitted in writing. The refund policy is as follows:

- Full refunds on or before Friday, 6 February 2009.
- Starting 7 February 2009 NO REFUNDS will be issued, regardless of the date that the registration was submitted.

Method of Payment

A: Credit Card MasterCard Visa American Express Discover

Card Number (please print) _____

Cardholder Name _____ Exp. Date _____

Cardholder Signature _____

B: **Check** (enclosed) **Check** (mailed)

SAMA — PEC Registration
33 N. LaSalle St., Suite 3700,
Chicago, Illinois 60602 U.S.A.

C: **Wire transfer** (in Euros €)

Please email Rhodonna Espinosa at espinosa@strategicaccounts.org for wire information.



Membership Application Form

If you are a consultant or an academic, please fill out the appropriate application available at www.strategicaccounts.org or call +1 312 251 3131, ext. 27.

FAX: +1 312 251 3132

Questions? Please call the Membership Department at +1 312 251 3131, ext. 27.

First Name _____ Last Name _____

Job Title _____

Company _____ Parent Company _____

Address _____

City _____ State / Province _____

Zip / Postal Code _____ Country _____

Phone _____ Fax # _____

E-Mail _____

Fee Schedule (Euros): Regular Dues (1 year).....€350.00
 One Time Initiation Fee.....~~€75.00~~
 Total New Member Fee.....€425.00 > (waived for Conference attendees - €350.00)

Choose One: AmEx Visa MC Discover Check Enclosed (payable to SAMA) Wire Transfer: Please email Sarah Foresman at foresman@strategicaccounts.org for wire information.

Cardholder Name: _____

Card Number: _____ Exp. Date: _____

Signature: _____

- Annual Sales Volume : _____
- What percentage of Annual Sales Volume comes from strategic accounts? ____%
- Does your company have sales personnel stationed globally? Yes No
[Please answer the following questions with care. Titles in the SAM profession are diverse, and your help will allow us to better understand your organisational structure.]
- What is the exact title of the person to whom the SAMs report?

- What is the exact title of the head of the SAM Programme?

- What is the exact title of the person to whom the head of the SAM Programme reports?

7. What are your channels of distribution? (Please check all that apply).
- Direct Sales _____% Dealers _____% Other _____%
- Distributors _____% Manufacturing Reps _____%

8. What are the primary industry markets that your company serves?
- _____
 - _____
 - _____

9. Who are the top three strategic accounts that you personally work with?
- _____
 - _____
 - _____

10. Check the one industry that most closely describes your business:
- | | | |
|---|--|--|
| <input type="checkbox"/> Accting. / Research / Mngnt Svcs. | <input type="checkbox"/> Ed. / Consulting / Associations | <input type="checkbox"/> Pharmaceuticals |
| <input type="checkbox"/> Agriculture | <input type="checkbox"/> Electronic / Electrical Eqmnt. | <input type="checkbox"/> Retail Trade |
| <input type="checkbox"/> Building / Construction | <input type="checkbox"/> Engineering | <input type="checkbox"/> Telecommunications |
| <input type="checkbox"/> Bus. Svcs. | <input type="checkbox"/> Finance / Insurance / Real Estate | <input type="checkbox"/> Textile / Apparel |
| <input type="checkbox"/> Chemicals / Petroleum Refining / Rubber / Plastics / Leather / Glass | <input type="checkbox"/> Food / Tobacco | <input type="checkbox"/> Transportation |
| <input type="checkbox"/> Comp. Data Svcs. / Software | <input type="checkbox"/> Health Svcs | <input type="checkbox"/> Transportation Equipment |
| <input type="checkbox"/> Comp. Equipment | <input type="checkbox"/> Hotels / Lodging | <input type="checkbox"/> Utilities - Electric / Gas / Sanitary |
| <input type="checkbox"/> Consumer Prod.s | <input type="checkbox"/> HVAC | <input type="checkbox"/> Wholesale Trade |
| | <input type="checkbox"/> Industrial & Commercial Machinery | <input type="checkbox"/> Other: _____ |

11. Is there an individual in your company who is in charge of sales training?
- Name: _____
- Title: _____

The Pan-European Conference Executive Exchange

Exclusive to the CSO, the VP or Director of the programme or the person in charge of a particular strategic account segment

Competing on Customer Interaction – How the Entrenched Supplier Can Revitalise Its Go-to-Market Model and Optimise its Cost to Serve

Monday, 9 March 2009 07:00 – 14:30



This executive session addresses a primary headache for the entrenched supplier: a go-to-market model that has become increasingly stale, cost-laden and inefficient.

So often, supplier companies hit a roadblock when their go-to-market model is not low cost enough to serve the volume segment, and at the same time not distinctive enough to serve the most valuable and demanding customers.

Moderators Philippe Duclos and Astrid Marèchal of McKinsey & Co. will platform the topic of key cost drivers in go-to-market models and facilitate discussion among a panel of senior corporate decision-makers, who will share their approaches to this dilemma and reflect on the increased importance of managing this actively in the current economic environment. Discussion will then open for an interactive exchange with attendees, followed by structured discussion within smaller breakout groups.

Topics:

- Making strategic decisions on go-to-market models
- Developing a "lean backbone" to drive efficiency and control cost
- Creating specific high touch overlays to satisfy more exacting demands of key customers
- Establishing the ROI rules to determine which model to deploy against which customers and/or customer segments
- Gaining customer and executive buy-in

Host

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

Guest Panellists

Dr. Hajo Rapp, *Account Management & Sector Development,*
Siemens AG

Other panellists TBD

Moderators

Philippe Duclos, *Partner, McKinsey & Company*

Astrid Marèchal, *Associate Principal, McKinsey & Company*

Schedule

Pan-European Conference

07:00-08:30	<i>Registration & Check-In</i>
07:15-08:15	<i>Breakfast & Networking</i>
08:15-09:30	<i>Welcome and Keynote Address</i>
09:30-10:00	<i>Break</i>

Executive Exchange

10:00 - 10:15	Welcome/Introductions (SAMA)
10:15 - 10:45	Defining the Issues (McKinsey)
10:45 - 11:45	Guest Panel Comments/Open Q&A
11:45 - 12:15	Break
12:15 - 12:45	Breakout Groups
12:45 - 13:30	Synthesis & Conclusions (McKinsey)
13:30 - 14:30	Private networking luncheon/adjourn



Audience

This session is by invitation only—see description of eligibility below. **All attendees will require an invitation to attend.** To request an invitation, please contact Elisabeth Cornell (cornell@strategicaccounts.org, +1 312 251 3131, ext. 16) or Matt Fegley (fegley@strategicaccounts.org, +1 312 251 3131, ext. 10). Each applicant will be reviewed to ensure that his or her job responsibilities qualify before being issued an invitation to register.

Attending the Executive Exchange

Single Day: For those who wish to participate in the Executive Exchange only, we have a one day fee of €950, which entitles you to attend the Sunday reception, Monday networking breakfast, keynote address, the Executive Exchange and the private networking luncheon.

Full Conference Registration: Those who qualify for the Executive Exchange are welcome to attend both the full conference and the Executive Exchange at the regular conference fee, which is dependent on the timing of payment, your membership level and number of attendees from your company.

	<u>Executive Exchange Fee</u>	<u>Full Conference Fee</u>
Corporate Member	€950	€1525
Individual Member	€950	€1675
Non-Member	€950	€1825



Eligibility:

This session is restricted to the C-level, or senior management level audience, defined as individuals “in charge of all sales” and/or “executive in charge of a specific strategic account segment”—e.g., Chief Sales Officer, SVP/VP of Sales, or SAM Programme Director. If you are not in this role, we encourage you to invite the eligible people in your company who would benefit from this high level peer discussion.

Invitation Request

To request an invitation, fill out and fax this form to +1 312 251 3132 or email your information to Matt Fegley, fegley@strategicaccounts.org or Elisabeth Cornell, cornell@strategicaccounts.org.

Name: _____

Title: _____

Company: _____

Phone: _____

Email: _____

Brief description of duties: _____

Executive Exchange brought to you by:

McKinsey & Company, Inc.



S A M A

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

3M	DuPont	Lexmark International	SAP Deutschland
A.P. Moeller Maersk	EDF	Linde Group	Schneider Electric
ABB	Electrabel	Lubrizol, Noveon	Seko Worldwide
ADP	Electrolux Major Appliances	Lufthansa	Shell International Petroleum
Air Liquide	ENSR	Marriott Hotel Holding	Siemens
Air Products	Evonik Degussa International	Metso Automation	Sigma-Aldrich
ALSTOM	Fujitsu Siemens Computers	Michelin	SKF
Amtcor Flexibles	GE Healthcare	MobiNiL	Sodexo
Arcelor Mittal	Georgia Pacific Corporation	Motorola	Soitec
AREVA T & D	Halcrow Group	Nalco	Southco
Armstrong Building Products	Henkel Laundry and Home Care	Nexans	Stora Enso
ARVAL	Hilti	Nokia	Suez
AT&T Global Services	Honeywell	Noveon	SuperOffice Norway
Autodesk	HP	Novozymes	Swiss Post
Aviation Tyre Product Line	IBM	Office Depot UK	tesa
Belden	InterContinental Hotels Group	Outokumpu Oy	Tractebel Engineering
Bosch Rexroth	Invensys	Parker Hannifin	Trane
British Airways	Johnson & Johnson	Philips Electronics	United Airlines
Cargill	Kelly Services	Pitney Bowes	Wacker Chemical
Cisco Systems	Kemira GrowHow	PolyOne	Watson Wyatt Worldwide
CommScope	Kone	Procter & Gamble	Wipro Technologies
Daimler Chrysler	Legrand	QUALCOMM	Xerox
Dalkia		Reuters	
DHL		Ricoh Global Services Europe	
Dow Jones		Rockwell Automation	
		Sandvik Coromant	

Thanks to our sponsors...



concurrent sessions

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13	The SAM Manager's Critical Role in the Capability Development of a SAM	10
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The Strategic Account Management Association is a knowledge-sharing organisation devoted to developing, promoting and advancing the concept of customer-supplier collaboration through communities of practice. SAMA is dedicated to the professional development of the individuals and companies involved in the process of managing national, global and strategic customer relationships, and to enabling members to create greater customer value and achieve competitive advantage accordingly.