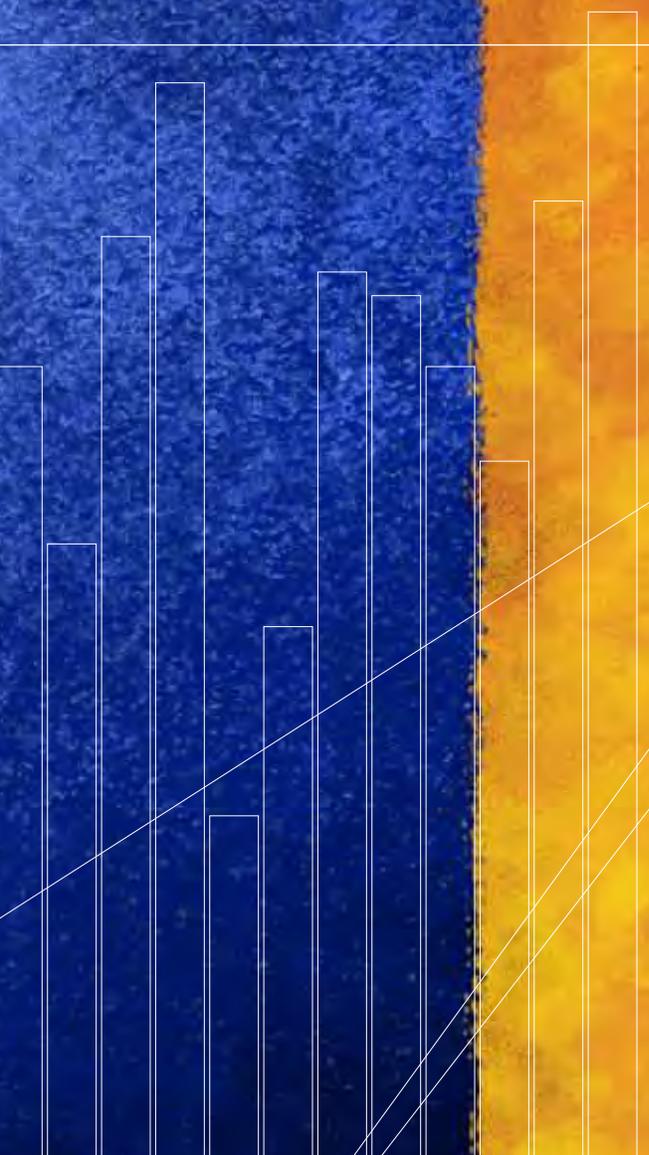


# Refocus:

## Strategic Account Management's Leadership Position in the New Economy



**Pan-European Conference**

**28 February-2 March 2010**

**Hilton London Heathrow Airport Hotel  
London • United Kingdom**

S T R A T E G I C

A C C O U N T

M A N A G E M E N T

A S S O C I A T I O N

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# Refocus innovate

*“SAMA is more than ever a key point for my clients.”*

*“I wanted to help benchmark my programme and hear the views of other SAM programme leaders to learn from their experiences. The ability to network coupled with several very interactive sessions made a great event!”*

## Knowledge and Networking for Your Career—Join Us in London

### Knowledge

**No other organisation** brings together the depth of learning that SAMA conferences create. Our speakers represent the leading voices in global customer management. Our sessions are designed to bring you top-level learning, and our tracks help guide you toward success in your path whether you are a beginning strategic account manager, manager of a SAM programme, trainer or executive-level sponsor.

### Networking

**You are not alone.** Regardless of industry or level, that’s the message we have heard time and time again from attendees of SAMA’s Pan-European Conference. From the openness of sessions to the numerous chances to interact with instructors, peers and customers, the opportunities to network are there for you. Past participants have said the networking alone was worth the price of admission. 

*“I came to the conference because our company is launching a SAM programme and I wanted to seek out best practices from peers.”*

*“Fierce conversations.”*



Monday, 1 March  
8:15-9:30

**George S. Yip**

*Dean and Professor, Rotterdam School of Management, Erasmus University*

## Investing in Global Strategic Account Management: Significant Risk or Great Opportunity?

Many companies today realise that accompanying customers in their globalisation strategies is a very costly enterprise. Also, as customer purchasing organisations increase their global reach within their companies, they demand lower prices due to the higher realised global volumes for their suppliers. Does this translate into excessive risk or, to the contrary, into a great opportunity?

This keynote seeks to illustrate:

- Why global accounts represent great opportunities to grow market share and share of wallet
- How different organisational models can provide opportunities to optimise business results
- Why the long-term strategic view is compelling to justify the significant investment in global strategic accounts

*Dr. Yip is Dean of Rotterdam School of Management, Erasmus University, and a gripping and entertaining speaker. He is a leading authority on global strategy and global account management and the author of Managing Global Customers and Total Global Strategy. His extensive business experience includes being Vice President and Director of Research & Innovation at Capgemini Consulting. He has been a professor at Harvard, Stanford, Cambridge and London business schools.*



Tuesday, 2 March  
10:30-11:30

**Matti Alahuhta**

*President and CEO, KONE Corporation*

## KONE CEO's Perspective on Becoming a Customer-Centric Organisation

In the last couple of years, KONE, a global leader in the elevator and escalator industry, has gone through a remarkable organisational transformation to become a much more customer-centric organisation. The significant progress is continuing, and the global strategic account initiative has been the forefront of this transformation.

In this keynote you will:

- Hear the CEO view of what it takes to transform a global company: key issues and key actions
- Understand the key levers that the top management activated to catalyse the transformation and the main achievements/results
- Learn the CEO view on: What more does it take going forward?

*Dr. Alahuhta has been a Member of the KONE Board since 2003. He has been employed by KONE Corporation since 2005, President of KONE Corporation since 2005, and President & CEO since 2006. He previously served as Executive Vice President of Nokia Corporation in 2004, as President of Nokia Mobile Phones 1998–2003 and as President of Nokia Telecommunications 1993–1998. Dr. Alahuhta's additional positions include Chairman of the Board of the Aalto University Foundation, Member of the Board of UPM Kymmene Corporation and of the Foundation Board of the International Institute for Management Development (IMD, Switzerland). Most recently, Dr. Alahuhta was presented the "European Manager of the Year 2009 Award" by the European Business Press.*

# schedule at a glance

## Sunday, 28 February 2010

- 13:00 - 20:00 Registration/Check-In
- 14:00 - 16:00 Bonus Session A:  
*Elements of Strategic Account Management*
- 16:30 - 18:00 Bonus Session B:  
*A Q&A Conversation with Global Procurement Leaders*
- 18:00 - 20:00 Welcome Reception

## Monday, 1 March 2010

- 07:00 - 18:30 Registration/Check-In
- 07:15 - 08:15 Breakfast
- 08:15 - 09:30 Keynote: *George S. Yip*
- 09:30 - 10:00 Break
- 10:00 - 11:30 Concurrent Sessions
- 11:30 - 12:00 Networking
- 12:00 - 13:00 Lunch
- 13:00 - 14:30 Concurrent Sessions
- 14:30 - 15:00 Break
- 15:00 - 16:30 Concurrent Sessions
- 16:30 - 18:30 Free Time
- 18:30 - 19:30 Cocktail Reception
- 19:30 - 21:30 Dinner

## Tuesday, 2 March 2010

- 07:00 - 16:30 Registration/Check-In
- 07:15 - 08:30 Breakfast
- 08:30 - 10:00 Concurrent Sessions
- 10:00 - 10:30 Break
- 10:30 - 11:30 Keynote: *Matti Alahuhta*
- 11:30 - 12:00 Networking
- 12:00 - 13:00 Lunch
- 13:00 - 14:30 Concurrent Sessions
- 14:30 - 15:00 Break
- 15:00 - 16:30 Concurrent Sessions
- 16:30 Conference Adjourns



**SAVE** conference  
**the date**

## **Impact on Business Outcomes: SAM's Central Role in the New Economy**

**SAMA's 46<sup>th</sup> Annual Conference • April 25-28, 2010**

SAMA's Annual Conference brings you the knowledge and networking to position yourself and your company for success. Our industry experts and thought leaders deliver proven ideas and insights into what it takes to be successful as a strategic account manager, head of a SAM programme, or a key sales executive.

- ✓ Enhance the Skills to Grow your Top Line Sales
- ✓ Discover the Building Blocks to a Solid SAM Team and programme
- ✓ Discover next-level practices implemented by best-in-class world leaders
- ✓ Develop the Relationships to Further Your Career

**Where: Westin River North • Chicago, IL**

*For further information, please contact Rhodonna Espinosa, meeting and registration manager, at (312) 251-3131 ext. 38. or visit SAMA's web site, [www.strategicaccounts.org](http://www.strategicaccounts.org).*

STRATEGIC

ACCOUNT

MANAGEMENT

ASSOCIATION

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## Day One: Sunday, 28 February 2010

13:00 – 20:00 Registration/Check-In

14:00 – 16:00 Bonus Session A: *Elements of Strategic Account Management* (2 hours)

16:30 – 18:00 Bonus Session B: *A Q&A Conversation with Global Procurement Leaders* (90 minutes)

18:00 – 20:00 Welcome Reception

## Day Two: Monday, 1 March 2010

07:00 – 18:30 Registration/Check-In

07:15 – 08:15 Breakfast

08:15 – 09:30 Keynote: George S. Yip - *Investing in Global Strategic Account Management: Significant Risk or Great Opportunity?*

09:30 – 10:00 Break

	Essentials of SAM: Foundational	Essentials of SAM: Advanced	SAM Programme Design, Structure & Management	Executive Strategy and Decision-Making
10:00 – 11:30	1 What Makes a SAM a SAM?	9 Schneider Electric SGBD: Steps to Achieving Exceptional Global Account Team Performance	15 Cushman & Wakefield Investors: Getting Started With SAM	19 Roundtable: Organisational Options to Optimally Structure Your Strategic/Global Customer Programmes
	4 HP: Best Practices in Strategic Account Planning	12 Managing to Strategic Customer Metrics	18 Building a Customer Portfolio to Drive Your KAM Programme	20 Organisational Challenges in Managing Large Global Projects

11:30 – 12:00 Networking

12:00 – 13:00 Lunch

13:00 – 14:30	2 Increasing Your Understanding of Procurement <i>*3-hour workshop: 13:00 – 16:30</i>	7 Roundtable: Global Account Leadership	16 HP: Transformation of Strategic Opportunity Development	21 Roundtable: Making Pricing Work for SAMs
	6 Managing "The Mothership": Leveraging & Aligning Enterprise Capabilities	10 Co-Creating With Your Strategic Customers: A Step-by-Step Process <i>*3-hour workshop: 13:00 – 16:30</i>	17 APL Logistics: Creating and Aligning World Class SAM Talent for Account Specific Objectives	22 Cisco: The Evolution of the Customer Experience

14:30 – 15:00 Break

15:00 – 16:30	2 Increasing Your Understanding of Procurement (continued) <i>*3-hour workshop: 13:00 – 16:30</i>	8 HP: When Two Complex Giants Meet...Selling in a Very Complex Environment	13 Managing the Strategic/Global Accounts Programme Office	23 Managing Solutions for Growth, Scalability and Profit
	5 Relationship Intelligence & Influence Management	10 Co-Creating With Your Strategic Customers: A Step-by-Step Process (continued) <i>*3-hour workshop: 13:00 – 16:30</i>		24 Best Practice in Collaborative Value Creation: How World Class Companies Align, Co-Innovate & Accelerate Growth with their Strategic Customers

16:30 – 18:30 Free Time

18:30 – 19:30 Cocktail Reception

19:30 – 21:30 Dinner

To register online, visit: [www.strategicaccounts.org/PEC](http://www.strategicaccounts.org/PEC)

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

## Day Three: Tuesday, 2 March 2010

07:00 – 16:00 Registration/Check-In

07:15 – 08:30 Breakfast

	Essentials of SAM: Foundational	Essentials of SAM: Advanced	SAM Programme Design, Structure & Management	Executive Strategy and Decision-Making
08:30 – 10:00	<b>5</b> Relationship Intelligence & Influence Management	<b>8</b> HP: When Two Complex Giants Meet... Selling in a Very Complex Environment	<b>13</b> Managing the Strategic/Global Accounts Programme Office	<b>20</b> Organisational Challenges in Managing Large Global Projects
	<b>6</b> Managing "The Mothership": Leveraging & Aligning Enterprise Capabilities	<b>12</b> Managing to Strategic Customer Metrics	<b>18</b> Building a Customer Portfolio to Drive Your KAM Programme	<b>23</b> Managing Solutions for Growth, Scalability and Profit

10:00 – 10:30 Break

10:30 – 11:30 Keynote: Matti Alahuhta - *KONE CEO's Perspective on Becoming a Customer-Centric Organisation*

11:30 – 12:00 Networking

12:00 – 13:00 Lunch

13:00 – 14:30	<b>3</b> Creating and Presenting Customer-Specific Value Propositions <i>*3-hour workshop: 13:00 – 16:30</i>	<b>9</b> Schneider Electric SGBD: Steps to Achieving Exceptional Global Account Team Performance	<b>14</b> MCI: Hyper-Growth and the Need to Launch a Global Accounts Programme	<b>19</b> Roundtable: Organisational Options to Optimally Structure Your Strategic/Global Customer Programmes
	<b>4</b> HP: Best Practices in Strategic Account Planning	<b>11</b> Strategic Negotiation: Taking the Pressure Off Price <i>*3-hour workshop: 13:00 – 16:30</i>	<b>16</b> HP: Transformation of Strategic Opportunity Development	<b>21</b> Roundtable: Making Pricing Work for SAMs

14:30 – 15:00 Break

15:00 – 16:30	<b>1</b> What Makes a SAM a SAM?	<b>7</b> Roundtable: Global Account Leadership	<b>15</b> Cushman & Wakefield Investors: Getting Started With SAM	<b>22</b> Cisco: The Evolution of the Customer Experience
	<b>3</b> Creating and Presenting Customer-Specific Value Propositions (continued) <i>*3-hour workshop: 13:00 – 16:30</i>	<b>11</b> Strategic Negotiation: Taking the Pressure Off Price (continued) <i>*3-hour workshop: 13:00 – 16:30</i>	<b>17</b> APL Logistics: Creating and Aligning World Class SAM Talent for Account Specific Objectives	<b>24</b> Best Practice in Collaborative Value Creation: How World Class Companies Align, Co-Innovate and Accelerate Growth with their Strategic Customers

16:00 Conference Adjourns

## Selecting Your Sessions

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

### Attendee Focus Areas

#### **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 practices and facilitate the peer exchange of experience and insights in managing highly complex customers.

#### **SAM Programme Design, Structure & Management**

Recommended for:

- Senior managers and executives engaged in planning, launching or managing 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 organisation.

#### **Executive Strategy and Decision-Making**

Recommended for:

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

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

## Bonus Session A Sunday, 28 February – 14:00 - 16:00

### Elements of Strategic Account Management

In this session Bernard Quancard will discuss the knowledge building blocks that everybody – from the beginning account manager to the seasoned SAM executive – should understand in order to produce dynamic results for their customers in challenging times.

#### You will learn:

- A framework for making decisions around all aspects of strategic account management
- How to assess the current state of one's own SAM expertise
- An overview of cutting-edge emerging issues in SAM, as reported by SAMA corporate member companies



*Presenter: Bernard Quancard, President and CEO, Strategic Account Management Association (SAMA)*

## Bonus Session B Sunday, 28 February – 16:30 - 18:00

### A Q&A Conversation with Global Procurement Leaders

The world of procurement has changed. Have you? Although SAM organisations recognize the new procurement dominated environment, there are few public success stories of what the successful SAMs are doing differently.

We have organized a panel of five procurement leaders to deliver those insights. The goal of this session is to help SAMs increase their understanding of the changing procurement environment.

Amongst other hot topics, the Sunday afternoon bonus session will explore:

- How to act when access is blocked to key decision makers
- What really makes a difference at the proposal and presentation stage?
- How does the weighted evaluation matrix (a procurement selection tool) drive decision making?
- Is it always price? The other metrics that are important to procurement.



*Moderator: Tony Hughes, CEO, Huthwaite International*

*If you are interested in attending these bonus sessions please indicate in your session selection on the registration page (Page 19).*

## Focus Area: 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.



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

### New!

#### 1: What Makes a SAM a SAM? (90-minute session)

Everybody knows what a Strategic Account Manager is ... *but do they?* Our research and experience of high turnover and unfulfilled expectations of SAMs says no. This session tells the naked truth about what it takes to be a SAM and what kind of person you have to be to be a success in this role. The SAM is probably one of the most misunderstood people in corporate life and certainly has the most confused hiring profile.

This session is designed to set the record straight and gain clarity about this misunderstood role. It will uncover the good, bad and ugly in the world of being a SAM. It will scare some but excite and challenge others. In the end, you will be able to define a SAM and better assess your own situation and potential. This session is for both new and developing strategic account managers who want to optimise their full potential. Plan to participate!

#### You will learn:

- What is the personality difference between a SAM and a salesperson
- What attributes are necessary for fulfilling the responsibilities of a SAM
- Why super salespeople don't always make the best SAMs



**Presenters:**  
Tony Hughes, CEO,  
Huthwaite International



**Andrew Moorhouse,**  
Research Consultant,  
Huthwaite International

### New!

#### 2: Increasing Your Understanding of Procurement (3-hour workshop)

This session gives powerful insights into how procurement has changed, where it is heading and what the successful SAMs are doing differently to increase their win rate. Using engaging workshop exercises, including role-plays and group work, this workshop will address the most difficult procurement situations faced today. The speakers will share specific case study examples and deliver practical insights that SAMs can immediately implement when back on the job.

#### You will learn:

- What successful SAMs are doing differently to increase their win rates
- Real-world case study examples of how to deal with blocked access, reverse auctions and external procurement consultants
- The key skills for negotiating with and influencing procurement



**Presenter:**  
Dave Cusdin, Global  
Sector Leader, Mercuri  
International

#### 3: 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.

#### You will learn:

- How to accurately assess your customer relationships prior to developing value propositions
- How to align the right supplier value drivers with the proper people and at the proper levels within the customer's organisation
- How to present and validate your unique value to the customer

*"[The Pan-European Conference] is a great opportunity to gain more knowledge about SAM and gain experience from others through networking."*

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#### **4: HP: Best Practices in Strategic Account Planning** (90-minute session)

In 2006 Hewlett-Packard began taking major steps to evolve its account business planning process. This session highlights the process the account team designed, the lessons learned along the way and the steps the team is taking to move HP further toward collaborative customer planning.

**You will learn:**

- Ideas for launching and managing a truly global account planning process
- Ways to involve the whole organisation and create more demand for better planning
- How to move away from expensive, off-the-shelf planning applications and devise an in-house process to meet scalability and cost needs
- Actions that link executive sponsors and sales managers to the planning process
- Steps for helping account teams focus on customers' business needs and joint innovation
- How to create a cycle of consistent innovation



*Presenter:  
Jeff Schmidt, Worldwide  
Account Business  
Planning Lead, Hewlett-  
Packard Company*

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**New!**

#### **5: Relationship Intelligence & Influence Management™** (90-minute session)

This session aims at explaining why, in the strategic selling process, networking is so important. It will explain effective networking, how to represent power issues and deal with them at the strategic account level and conclude that the heart of next-generation account management is sharing relationships, hunting in packs, and coordinating with peers beyond the relationship matrix. A concrete business case will walk the audience through the main points and issues.

**You will learn:**

- Insight into analysing clients' power issues to identify and quickly gain access and influence with decision-makers and key influencers
- A lever to increase the power of personal networks to open new avenues of access to the targeted markets
- The ability to manage strategic relationships – key decision-makers, influencers and stakeholders – as company assets



*Presenter:  
Herve Debaecker, Chief  
Methodologist and Co-  
founder, Perfluence*

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**New!**

#### **6: Managing the “Mothership”: Leveraging & Aligning Enterprise Capabilities** (90-minute session)

A recurring theme for strategic/national/global account managers is to mobilise their own organisation around what matters most to their strategic customers. This session provides participants with a framework and tools to “manage the mothership”—building a financial business case, garnering resources and telling more compelling internal stories from the customer's perspective.

**You will learn:**

- Evaluate opportunities as a basis for understanding “good” vs. “bad” business
- Secure internal business alignment
- Shape the internal value proposition
- Articulate a compelling business case and rally key stakeholders around an effective go-to-market plan



*Presenter:  
Phil Styrland, CEO,  
The Summit Group*

## Focus Area: 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.



**Moderator:**  
Richard Higham,  
International Sector  
Head, Financial &  
Professional Services,  
Mercuri International

### New!

#### **7: Roundtable: Global Account Leadership** (90-minute session)

In this rapidly changing global business landscape, the demands on global account leadership have never been greater. World-class companies are embracing leadership as a critical factor to take their global strategic customer management organisations to the next level. This 90-minute session will discuss and dissect the distinguishing global account leadership capabilities and next-level practices. Geared for global account managers, supporting team members and global programme managers, this session will be led by an experienced moderator with panellists who bring both experience and varying perspectives to a very interactive discussion.

#### **You will learn:**

- How world-class companies define high performance global leadership
- Best practices of global account leaders in establishing and maintaining priorities
- How global leaders are empowered and empower others
- Distinguishing competencies of highly effective global account leaders
- Where global account teams both excel and fail at global account leadership, and what is the business impact internally and at the customer?

**Panellists:** Tyrone Morris, Client Managing Director, Xerox Corporation  
Ian Job-Smith, Global Account Director, Schneider Electric – SGBD



**Presenter:**  
Volkhard Bregulla, Global  
Managing Director -  
Corporate Accounts,  
Hewlett-Packard GmbH

### New!

#### **8: HP: When Two Complex Giants Meet ... Selling in a Very Complex Environment** (90-minute session)

This presentation will relate the dynamics and best practices of leading the HP global sales team for a large and complex global corporation. The HP Client Business Manager must be very adept at representing its four major business units (P/L centers) and interface with a client of equal size and complexity.

#### **You will learn:**

- Dealing with the complexity of both client and supplier in a structured way
- Organising the account team to reflect the supplier's business unit organisation, requirements of global coverage and complexity of client procurement interfaces
- Motivating and managing a dispersed global team and assuring alignment
- Creating executive relationships and reflecting the business unit structures of both corporations
- Mega-deal development



**Presenter:**  
Ian Job-Smith, Global  
Account Director,  
Schneider Global Business  
Development (SGBD),  
Schneider Electric SA

#### **9: Schneider Electric SGBD: Steps to Achieving Exceptional Global Account Team Performance**

(90-minute session)

The challenges in leading and managing an account team to high performance are numerous, from finding and selecting the right people to integrating all the moving parts into one globally coordinated and motivated collaborative unit. In this session, a global account director at Schneider Electric's global accounts organisation (SGBD) shares the experience and lessons of years spent building and managing customer teams.

#### **You will learn:**

- How to locate, evaluate and select the right team members
- How to align the team to corporate and account objectives
- How to build a team identity
- How to establish team accountability and maintain customer focus
- How to integrate account operations at the global level
- How the team impacts major business outcomes

*“SAMA’s Pan-European Conference has become a recurrent event in my agenda. I find it a valuable two days, allowing me to step out of my day-to-day responsibilities and look at how my peers deal with the same challenges.”*

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**10: Co-Creating With Your Strategic Customers: A Step-By-Step Process** (3-hour workshop)

In this workshop Francis Guillard introduces the key principles of co-creation as a transformative corporate and personal development strategy. Through case studies, you will understand and apply co-creation as a driver of complex value chains involving multiple parties.

**You will learn:**

- Key structural co-creation principles and areas of focus in the business-to-business world
- A 10-step analytical framework for co-creation
- How to apply a co-creation framework in breakout groups using live case studies



*Presenter:  
Francis Guillard,  
Co-founder & President,  
Experience Co-Creation  
Partnership*

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**New!**

**11: Strategic Negotiation: Taking the Pressure Off Price and Expanding the Financial Value in Every Deal** (3-hour workshop)

Learn how to stop reacting to buyers' tactics and take the pressure off price by integrating key negotiation concepts which will help you collect critical data, assign values to each deal component and organise your strategy to successfully broaden the conversation well past price. Diagnose the "blueprint" of a negotiation so you can turn in better deals every time, no matter the complexity or circumstances.

**You will learn:**

- Find new ways to create measurable value by taking the pressure off of price
- Increase confidence in dealing with tough professional buyers
- Integrate (3) key concepts early on in the sales process to gain competitive advantage
- Develop strategies for dealing with irrational competitive offers
- Integrate a common language and process within your strategic account team

**Pre-work requirement:** *Bring an account negotiation with you to work on and apply concepts to during the session.*



*Presenter:  
Karen Fraser,  
Negotiations Consultant,  
Think! Inc.*

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**New!**

**12: Managing to Strategic Customer Metrics** (90-minute session)

The most recent global economic conditions have created an even greater need for customers to measure supplier performance. Using a case study, the presenter will focus on three categories of critical metrics identified by buyers that best determine the performance of their supplier's strategic account team: 1) Relationship Performance; 2) Business Performance; and 3) Structural Performance. For suppliers, these same metrics are equally, if not more, important to measure and know.

**You will learn:**

- The drivers associated with the relationship, business and structural metrics
- The principles and foundation for developing, communicating and validating an economic value (ROI) calculator
- How to measure performance to customer expectations using a "voice of the customer" index



*Presenter:  
Dennis Chapman,  
President,  
The Chapman Group*

## Focus Area: SAM Programme Design, Structure & 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 organisation.



*Moderator:*  
*Philippe Diez,*  
*Vice President Sales*  
*Operations, AREVA T & D, Inc.*

### New!

#### **13: Managing the Strategic/Global Accounts Programme Office** (90-minute session)

Within numerous companies, the expansion of enterprise capabilities for managing strategic and global customer business has necessitated the organisation of a central "office" to facilitate cross-business operations, systems and support as well as to coordinate, standardise and help drive SAM performance excellence. This session brings together several SAM programme office directors for an exchange on their individual jobs and the scope of their central office.

#### You will learn:

- Stage of SAM programme evolution and growth of a central programme office
- Scope of responsibilities and areas of focus
- Key challenges and issues
- The direction that centralised management of SAM programme operations is moving

*Panellists: Alain LeGrix, Vice President Global Customers, ArcelorMittal; Françoise Nie, Key Account Management Director, AREVA T & D, Inc.; Martin Flurschuetz, Account Management Programme Director, Siemens; Carol Bridle, General Manager, Sales Operations, Xerox Global Services Europe*



*Presenter:*  
*Dev B. Sharma,*  
*Director, Global*  
*Accounts, MCI*

### New!

#### **14: MCI: Hyper-Growth in a Small Company and the Competitive Necessity to Launch a Global Account Management Programme** (90-minute session)

Today, MCI is a leading global event management company with 35 locations worldwide serving customers globally ... But it wasn't always like that. While the company was founded in 1987, from 2004-2008 the company experienced hyper-growth of 30%-40% per year and the need for a global account management programme was becoming a business necessity. In mid-2006 the first phase of the programme was launched.

#### You will learn:

- How the programme was designed and rolled out from square one, starting by choosing the "right" GAM model for the company
- Gain awareness of the challenges felt in organisational alignment and arbitrating resource allocation
- Investments into developing the skill sets of GAMs - a different breed required!
- Business outcomes two years into the programme



*Presenter:*  
*Paula Viner, European*  
*Marketing Manager,*  
*Cushman & Wakefield*  
*Investors*



*Presenter:*  
*Edmund Bradford,*  
*Director, Market2win*

### New!

#### **15: Cushman & Wakefield Investors: Getting Started With SAM** (90-minute session)

Can strategic account management be applied to a business where relationships are secondary to performance? Absolutely! In 2008 Cushman & Wakefield Investors launched their Managing Key Clients programme. The programme has introduced new ways of approaching client strategy which have proved to be very successful in helping the company stay focused during massive industry turbulence. This session will help all organisations attempting to get SAM started (or re-started) in a challenging environment.

#### You will learn:

- Applying a change management approach to win hearts and minds
- The key steps to invest in during the first year
- The key tools to give your SAM programme an early boost

*“Confirmation from proven and respected companies and speakers in the value of progressing down a long road to achieve results was extremely valuable.”*

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**New!**

**16: HP: Transformation of Strategic Opportunity Development** (90-minute session)

Most members of SAMA have put methods, processes and tools in place for strategic account and opportunity planning. The key challenge they face is to transfer the concepts into their day-to-day sales activities, the lack of which results in missed opportunities to exploit an identified business situation (“demand capturing”). The Management of HP Global Accounts in Discrete Manufacturing has recognised this pattern and has taken action to improve based on careful analysis.

**You will learn:**

- How HP drives a “business value-centric” approach to large corporate accounts
- How HP’s global account teams align to politically complex client situations and orchestrate the naturally divergent interests of the HP internal business units
- How to simplify and systematise the opportunity development process



*Presenter:  
Willy Suter, Vice President  
Sales, Discrete Manufacturing  
Industry EMEA, Hewlett-  
Packard Company*

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**New!**

**17: APL Logistics: Creating and Aligning World-Class SAM Talent for Account-Specific Objectives** (90-minute session)

This is a case-based review of specific analytical tools and processes used to objectively assess your SAM organisation’s capabilities relative to account management success criteria and account-specific business requirements. The presentation includes methods to assess the SAM fit for a basket of high-value global accounts and, finally, an example of how to measure the value of your gap analysis and alignment initiatives based on customer-based performance feedback.

**You will learn:**

- The tools and processes available to assess your SAM team capabilities relative to customers’ specific requirements
- How to create and deploy a SAM professional development programme to strengthen capabilities gaps
- How to evaluate/segment SAM customers relative to group and organisational capabilities
- How to set SAM development and deployment expectations with customers
- How to measure SAM value using customer feedback, account performance metrics and base-lining



*Presenter:  
William Warne, Sr. Director,  
Solutions Implementation &  
Account Management,  
APL Logistics*

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**New!**

**18: Building a Customer Portfolio to Drive Your KAM Programme** (90-minute session)

Your choice of key customers is arguably the most important decision to be made in key account management. Big isn’t always beautiful: Big can also mean big effort and small return, or even big losses. To work out which customers deserve key account treatment, you need rational, strategic, forward-looking criteria, applied rigorously and in the light of the customer’s view of your company too, since by definition relationships are reciprocal. Learn a robust process for selecting and categorising your key accounts and, with other session participants, work out how to use the key customer portfolio to make critical decisions like resource allocation, target setting, appointing KAMs, etc.

**You will learn:**

- Specifying criteria for strategic account selection and categorisation
- Incorporating the customer’s point of view in building the portfolio
- Driving strategy through the portfolio
- Making best use of limited resources



*Presenter:  
Diana Woodburn,  
Founding Director,  
Marketing Best Practice Ltd.*

## Focus Area: Executive Strategy & 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.



*Presenter/Facilitator:*  
**Mike Moorman,**  
*Managing Partner, ZS Associates*

### New!

#### **19: Roundtable: Organisational Options to Optimally Structure Your Strategic/Global Customer Programmes** (90-minute session)

Organisational structure can be a key enabler or a challenging barrier to the success of your strategic/global programme. This interactive session will explore models that have proven to work, those that have not, and why. Key issues raised and insights gained during this session will help shape SAMA's current in-depth research study on designing organisation structures for SAM/GAM success.

#### **You will learn:**

- Key organisation design issues and challenges related to SAM/GAM
- Models that have proven to work versus not, and under what circumstances
- Approaches for determining the optimal organisation design for your company



*Presenter:* **Lee Pryor,**  
*President, ESSAYONS!*  
*Consulting, Inc.*

### New!

#### **20: Organisational Challenges in Managing Large Global Projects** (90-minute session)

This session highlights the challenges strategic account organisations face in managing large programmes and projects for their key customers, with emphasis on how to organise strategic account programmes and projects. Teaming issues also will be addressed along with options for funding methods. Case studies and examples will be used.

#### **You will learn:**

- The role that programme management should play in strategic account organisations and why it is important
- Understanding how to organise and fund programme managers and their teams
- Gaining an appreciation for the importance of culture in leading international programmes
- Considerations for selection of programme managers and project leaders
- How to ensure effective communication among all parties involved



*Presenter/Facilitator:*  
**Andreas Hinterhuber,** *Partner,*  
*Hinterhuber & Partners and*  
*Visiting Professor, Bocconi*  
*University*

### New!

#### **21: Roundtable: Making Pricing Work for Strategic Account Managers** (90-minute session)

Global and strategic account managers are always pressured for growth and increased account profitability. Strategic pricing is by far the most critical element of profitability. Understanding how to price increased customer value, what role SAMs/GAMs should play in the strategic pricing process and how they can get better prices through solutions co-created with customers will become the most critical next-level knowledge and skills for the strategic account manager.

#### **You will learn:**

- Quantifying customer benefits during times of increased competition and reduced purchasing budgets
- Understanding the different roles of the SAMs in strategic pricing
- How to influence current pricing practices toward more customer value-based pricing by sharing best practices in value pricing
- Finding breakthrough pricing approaches related to solutions co-created by supplier and customer

*Panellists:* **Pol Vanaerde,** *President, European Pricing Platform*  
**Raffael Farres,** *Director of Strategy and BPR, Agfa Gevaert NV*

*“Networking with other managers responsible for key account management and insight into other company approaches was the most valuable part of the conference for me.”*

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**New!**

**22: Cisco: The Evolution of the Customer Experience** (90-minute session)

As large companies search for growth, they turn to markets outside their traditional mature-country markets, toward emerging-country markets. This is well understood. The degree to which our customers are already global in culture (very rare), global in intent (still not the norm), or multinational (more typical today) needs to be understood and aligned with to be considered a strategic supplier. At Cisco we have an evolutionary process, aligning our Global Accounts Programme with the needs and maturity of our customer's own global footprint. Because we are Cisco, we of course use technology to ensure we have consistency and intimacy regardless of scale right across the globe.

**You will learn:**

- What your customer needs your company to understand
- Why driving change through consensus is hard, but better than by dictating
- How to align account representation and internal operations to increase customer success
- Why an enhanced customer collaboration process can generate quick returns
- What is needed to quickly mobilise the internal resources of the company to fulfil newly uncovered customer opportunities
- How to scale a high level of customer excellence to 10s or 100s of accounts



*Presenter:  
Nick Watson, VP Strategic  
Accounts - Global 3.0,  
Cisco International Ltd.*

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**New!**

**23: Managing Solutions for Growth, Scalability and Profit** (90-minute session)

The development of custom solutions leads to higher margins, accelerated growth and lower costs. This session offers a concrete approach to solutions development for the customer based on recently completed field research and case examples.

**You will learn:**

- How to quantify and price the business impact and customer value of your solutions
- How to create value through repeatability, configuration, contract management, data management and scalability
- How to manage solutions for internal alignment



*Presenter:  
Kaj Storbacka, Founder,  
Vectia Ltd., & Professor of  
Marketing Strategy, Hanken  
School of Economics*

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**New!**

**24: Best Practice in Collaborative Value Creation: How World-Class Companies Align, Co-Innovate and Accelerate Growth With Their Strategic Customers** (90-minute session)

Done right, co-innovation with strategic customers can be the flywheel for future growth, generating momentum for a replicable, customer-centric approach to value creation.

Gain real business case insight into how world-class companies (such as GlaxoSmithKline working with Wal-Mart), leading high-tech companies and government agencies are collaborating with their customers to facilitate business alignment, develop joint solutions and institutionalise a successful co-innovation process that drives significant incremental revenue for both organisations.

**You will learn:**

- Collaborate to create value and accelerate growth
- Secure efficient resource allocation through strong alignment and focus on the customer's top priorities and initiatives, ensuring alignment of customer-supplier priorities
- Assess and refine opportunities for co-innovation as a basis for developing a mutual growth blueprint
- Generate and refine the joint value proposition



*Presenter:  
Phil Styrklund,  
CEO, The Summit Group*

revive ROI  
key accounts  
28 february  
London 1-2 march  
United Kingdom  
innovate  
Growth  
online  
facsimile  
new  
mail  
information  
2010  
international

# Registration Information

## Conference Hotel

**Hilton London Heathrow Airport Hotel**  
Terminal 4 Heathrow Airport  
Hounslow, Middlesex  
TW63AF United Kingdom  
Tel: 44-208-759-7755 Fax: 44-208-759-7579

This Hilton is attached by a walking tube to Terminal 4 of Heathrow Airport (there are 5 terminals in all).

## 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](http://www.strategicaccounts.org/PEC)**

## Hotel Reservations

After you register, a link to the [SAMA 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](mailto:espinosa@strategicaccounts.org). The refund policy is as follows:

- Full refunds on or before Friday, 29 January 2010.
- After 29 January 2010 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 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 28 February and available to you throughout the programme to assist with any questions.

## Dress Code/Weather

- The conference dress code is business casual.
- Temperatures in London are an average 10C/50F. 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? Call the Meetings Department at +1 312 251 3131, ext. 38.

*Thank you to our generous sponsors!*



and



SAMA's Pan-European Conference • 28 February - 2 March 2010  
 Hilton London Heathrow Airport Hotel • London, UK  
 Fax to: +1 312 251 3132

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	
Attendee's E-Mail (required)		CC Your Confirmation To:

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

**Sunday, 28 February 2010**

14:00 – 16:00	Bonus Session A: Elements of Strategic Account Management	_____
16:30 – 18:00	Bonus Session B: A Q&A Conversation with Global Procurement Leaders	_____

**LEGEND:**

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

**Monday, 1 March 2010**

10:00 – 11:30	1	4	9	12	15	18	19	20
13:00 – 14:30		6	7	10	16	17	21	22
15:00 – 16:30	2	5	8		13	23	24	

**Tuesday, 2 March 2010**

08:30 – 10:00	5	6	8	12	13	18	20	23
13:00 – 14:30		4	9	11	14	16	19	21
15:00 – 16:30	3	1	7		15	17	22	24

**Registration Fees**

All prices in euros

\*Teams = 5 or more paying attendees

	Solo	Team*
(starts 01/01/10)		
Corporate Member	€1545	€1465
Individual Member	€1705	€1625
Non-Member	€1865	€1785

**Early Bird Fees (ends 31/12/09)**

	Solo	Team*
Corporate Member	€1435	€1355
Individual Member	€1595	€1515
Non-Member	€1755	€1675

**Payment** Conference Registration Fee

(in euros €)

**Membership Fee (€350)**

(initiation fee of €75 waived for conference attendees)

**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, 29 January 2010.
- Starting 30 January 2010 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 €)

As of 1 October, 2009 our wire information has changed. Please email Rhodonna Espinosa at [espinosa@strategicaccounts.org](mailto: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](http://www.strategicaccounts.org) or call +1 312 251 3131, ext. 27.

**FAX: +1 312 251 312**

**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~~ > (waived for Conference attendees)  
Total New Member Fee.....~~€425.00~~

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

Cardholder Name: \_\_\_\_\_

Card Number: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Signature: \_\_\_\_\_

## Event Registration Questions (\* required)

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

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

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

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

### 3. \*How would you assess your company's maturity in strategic account management?

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

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

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

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

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

Optional:

### 6. Your age group:

- a) Under 25
- b) 25-34
- c) 35-49
- e) 65+

### 7. Your gender:

- a) Male
- b) Female



## Grow Your Market Share: Invest in Your **Team**

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

Contact Rhodonna Espinosa, meetings and registration manager, at +1 312 251 3131 ext. 38 or [espinosa@strategicaccounts.org](mailto:espinosa@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 Joel Schaafsma at +1 312 251 3131, ext. 20, or [schaafsma@strategicaccounts.org](mailto:schaafsma@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 31/12/09)

Corporate: €1355 Individual: €1515 Non-member: €1675

**Regular** (starts 01/01/10)

Corporate: €1465 Individual: €1625 Non-member: €1785

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

*\*\*subject to availability*

# concurrent sessions

Session #	Session Title	Page
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<b>Tuesday, 2 March Keynote:</b>	<i>KONE CEO's Perspective on Becoming a Customer-Centric Organisation</i> Matti Alahuhta, <i>President and CEO, KONE Corporation</i>	3
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<b>Focus Area: Essentials of Strategic Account Management: Foundational</b>		
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<b>8</b>	HP: When Two Complex Giants Meet...Selling in a Very Complex Environment	12
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<b>Focus Area: SAM Programme Design, Structure &amp; Management</b>		
<b>13</b>	Managing the Strategic / Global Accounts Programme Office	14
<b>14</b>	MCI: Hyper-Growth and the Need to Launch a Global Accounts Programme	14
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