

STRATEGIC ACCOUNT MANAGEMENT ASSOCIATION

# Bringing Mutual Measured Strategic Value

To bring growth and profitability to your company,  
you must first bring it to your strategic customers.

SAMA's Pan-European Conference  
10-12 March 2013 | Berlin, Germany

Plus, **SAMA  
Academy** 

12-14 March 2013 | Berlin, Germany



TO BRING GROWTH AND PROFITABILITY TO  
YOUR COMPANY, YOU MUST FIRST BRING IT  
TO YOUR STRATEGIC CUSTOMERS.

A Letter From the CEO	3
Keynote Speakers	5
SAMA Corporate Membership	7
Team Program	8
Selecting Your Sessions	10
Conference Program Schedule	11
Session Agenda	13
SAMA Academy Berlin	22
Registration Fees	24
Sample List of Attendees	27
Session Index	<b>Back</b>

Dear SAM Professional,

The ultimate aim of a Strategic Account Manager is to reach Trusted Advisor status. This status is frequently reached if you FIRST bring growth and profitability to your strategic customer. Even more importantly, achieving Trusted Advisor status is the best way to gain a 'no bid situation.'

This is why the theme of the upcoming SAMA Pan-European Conference in Berlin, Germany, is so relevant and compelling. **Bringing Mutual Measured Strategic Value** is directly tied to bringing growth, and profitability is inevitably linked to bringing strategic value. But how do you significantly (strategically) impact your strategic customers' metrics with your value solutions?

- How does a jet engine manufacturer impact the mileage cost of its airline customers?
- How does an electrical equipment company impact the energy savings of its industrial customers?
- How does a major logistics company impact the on-time delivery and carbon footprint of its major customers?
- How does a financial services company impact the financial risk of its corporate customers? Or its insured corporate customers' operations?

**Each strategic customer views value through its own prism of strategy, organizational priorities, business objectives and metrics.** More and more world-class companies are bringing sustained, mutual measured strategic value to those most important customers. This conference will reveal best practices in the strategic account management process of mutual measured value creation while also examining the alignment of your own company's strategy, organizational capabilities and business performance for customer-specific solutions. This process creates trust, co-creation, innovation, loyalty, risk management solutions, sustainable growth and profitability.

I look forward to seeing you in Berlin!

Warm regards,



*Bernard L. Quancard*

Bernard L. Quancard

*President and CEO, Strategic Account Management Association*



**Michael Blach**  
Vice President, Key Client Management  
**Maersk Line**

**Volkhard Bregulla**  
VP Global Accounts Germany  
and Central Eastern Europe  
**HP GmbH**

**Dennis Chapman**  
President & CEO  
**The Chapman Group**

**Joe Coffey**  
Vice President Sales  
**Baxter Healthcare**

**Dominique Côté**  
European Regional Director, EURIT  
**Pfizer Pharmaceutical**

**Barbara Desmond**  
Account Management Platform  
Leader-Americas  
**Cushman & Wakefield**

**Jim Ford**  
Vice President of Strategic Accounts  
**Nalco**

**Stephanie Fuller**  
Director of Global Business Development  
**Office Depot BSD**

**John Gardner**  
SVP - Global Strategic Accounts  
**Emerson Process Management**

**Rosemary Heneghan**  
Director, International Sales Organization  
**IBM**

**Cameron Hyde**  
Corporate VP,  
SVP Global Accounts Operations  
**Xerox**

**Chris Jensen**  
SVP & Global Industry Head,  
Engineering & Manufacturing/Energy  
**DHL Global Customer Solutions**

**Denise Lodrige-Kover**  
Vice President - Global Strategic  
Account Management  
**Hilton Worldwide**

**Jean-Philippe Machon**  
Executive Vice President,  
Distributors & Installers Market Sector  
**Nexans**

**Bernard Quancard**  
President & CEO  
**SAMA**

**Dr. Hajo Rapp**  
SVP Account Management &  
Market Development  
**Siemens**

**Michael Stevens**  
Senior Partner  
**PMI**

**Dr. Kaj Storbacka**  
Professor of Marketing  
**University of  
Auckland Business School**

**Phil Styrland**  
CEO  
**The Summit Group**

**John Summers**  
Vice President & GM, Life Sciences  
**Johnson Controls, Inc.**

**Gary Summy**  
Director of Sales Development  
**Trane Commercial Systems**

**Huw Tippet**  
Global Head of Commercialization  
**Novartis**

**Allen Tuthill**  
Senior Vice President, Strategic Sales &  
Business Development  
**Assurant Solutions**

**Carrie Welles**  
Vice President, Global Customer  
Management  
**Think! Inc.**

**Geoff Williams**  
Vice President Global  
Enterprise Customers  
**Schneider Electric-SGBD**  
*Chairman of the Board*

## SAMA Board of Directors

*Advancing strategic customer-supplier  
value, collaboration and learning.*





*"It is hard to single out just one thing. The workshops were tremendous, satisfied the 'how to' issues I am facing ... and the social events allowed for excellent connections. Very powerful!"*

*"Very pragmatic with very high level speaker. One of the best courses ever."*

*"[I got] exposure to ideas and tools being used by other companies that I can immediately take back and apply at my own company."*

*"I appreciated the level of engagement of the speakers."*

SAMA is the world's leading organization focusing on Strategic Account Management Knowledge Exchange. See what our attendees say they find valuable about SAMA Events:

*"The presentations ... were very useful. Great presenters distributed real world information and did so in an interactive fashion that will leave a lasting impression."*

*"Meeting and networking with peers ... [plus the] sessions were a great learning experience with many takeaways to improve and enhance our SAM program."*

*"[SAMA Academy was] easy to understand and gave me some A-ha moments."*

*"Great panel discussions!"*

*"[SAMA Academy provided] good exchanges between the attendees and good interaction with the trainer."*





# Keynote Speakers

Monday, 11 March 8:30-9:30

## Developing Strategic Customers Based on Strong Company Culture and Values



**Michael Ziesemer**  
Member of the Executive Board,  
Chief Operating Officer  
*Endress+Hauser Group*



Endress+Hauser while overall growth of the operation has already been above market growth throughout the past ten years.

Endress+Hauser is focused on process automation and instrumentation, employing 10,000 people. The company achieved revenues of 1.8B USD in 2011 with customers in the chemical industry, food and beverage, oil and gas and other process industries.

**Michael Ziesemer** is the COO of Endress+Hauser. His main focus is Sales, Service, Project and Solution business. His background includes a degree in telecommunication engineering. He started his career in R+D. He has worked for Endress+Hauser for 32 years in different senior management positions. In 2008 Michael Ziesemer was appointed COO of the company. He is vice president of the association of the German electrotechnical industry (ZVEI) and a board member of the German industry association (BDI).

As a privately owned company, Endress+Hauser has a strong culture based on the trustful interaction of customers, associates and owners. This culture is reflected in all aspects of the daily work – from very conservative financing with 70% equity, to the preference of organic growth over acquisitions. They are looking for long-term achievements and do not focus on the next quarterly results – they focus on the results for the next generation. The development of customers, and specifically of strategic accounts, was a prime source of growth for

Tuesday, 12 March 8:30-9:30

## Joint Innovation—Uncovering and Discovering Future Value With Strategic Customers



**Volkhard Bregulla**  
Vice President, Global Accounts  
Germany and Central Eastern Europe  
*Hewlett-Packard GmbH*



**Paul Jeremaes**  
Director HP Innovation Centers  
*Hewlett-Packard*



Envisioning a joint future *with* strategic customers is an HP enterprise-level program designed to foster creativity and innovation leading to new avenues of mutual growth. Beyond product innovation, HP's innovation centers and executive summits utilize a collaborative discovery process to identify synergistic capabilities and goals and in some instances drive the creation of business models. Volkhard will share how this is accomplished with key internal and external stakeholder, and further strengthens HP's global strategic customer relationships.

Since joining HP in 1985 from Siemens AG, **Volkhard Bregulla** has held a series of executive management positions in regional as well as global business units including multiple lines of business in the Consulting and Systems Integration organization of HP, responsibility for the telecommunication industry vertical and global services and technology R&D. Mr. Bregulla has extensive background in general management of international businesses and finance and has served on the Board of several of HP's equity investments and as Chairman

of the Board of an HP subsidiary. Mr. Bregulla has a bachelor's degree in electrical engineering and a business master's degree in finance and quantitative methods from Heriot-Watt University in Edinburgh, Scotland.

**Paul Jeremaes** is the Director of the HP Innovation Centers. He has been with HP since 1987 and has many years of industrial experience in both the computing and communications industries. His current focus is on managing and developing the HP Innovation Centers and other innovation hubs worldwide. These facilities along with their business innovation teams deliver services to client organizations, specializing in the manufacturing and distribution industries, communications, media and entertainment, public sector, and financial services industries. With their high-profile executive and governmental clients, the Innovation Centers have received widespread recognition for success in promoting and developing *Cool-business* ideas and the technology enablers to create business breakthroughs.

**SAMA's member companies range from under \$100M to over \$100B in annual sales.**

**SAMA's 80 corporate member companies alone had combined turnover of more than \$2.28 TRILLION in 2011.**

**Wouldn't it be good to be noticed by their strategic sales forces?**

**Sponsorship at SAMA Conferences is an excellent source of brand awareness for your company.**

## Corporate Sponsorship

SAMA would like to thank our corporate sponsors:

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If you would like information on sponsoring SAMA as a year-round corporate sponsor or at the SAMA Annual Conference and/or the SAMA Pan-European Conference, please contact Matt Fegley at 312-251-3131 Ext. 10.

Also, contact us for details on advertising in *Velocity®* magazine!

# Corporate Membership

In addition to unlimited membership benefits for every member of your company, corporate membership provides deeper discounts and distinct benefits for all of your constituencies.

## Strategic Account Managers:

- SAM Assessment
- CSAM Certification
- SAMA University
- Resources – including unlimited free webinar access

## The SAM Program Office:

- High-level benchmarking/networking
- A day with the SAMA CEO
- Program review
- Premium resources including the SAM Compensation Report and the Current Trends and Practices Research Report

## L&D / Training / Sales Excellence:

- One free seat at the SAMA Global Conference in the US or the SAMA Pan-European Conference
- Resources that can be used in monthly / quarterly internal newsletters
- Benchmarking with sales excellence peers from other SAMA corporate member companies
- Access to the finest network of consultants, academics and subject matter experts in the world

Contact Matt Fegley for full cost and benefit details.  
+1-312-251-3131 Ext. 10  
fegley@strategicaccounts.org



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Invensys*	Zurich Financial Services Group
John Deere	Pending*
Johnson & Johnson	





# SAMA Conference TEAM program

*"SAMA's corporate membership has worked very well for my entire enterprise - from the strategic account managers, to their managers and coaches, to the program leadership and our L&D leaders - how can I leverage the SAMA conference for all of my constituents?"*

The SAMA Pan-European Conference has something for everyone. Many members use SAMA conferences as an opportunity to co-locate their in-person SAM meeting for the year.

Here's how:

#### Executive Strategy:

- C-level attendees are encouraged to benchmark with each other.
- Information on executive sponsorship - the role and responsibility of the executive sponsor can mean the difference between a world-class program and a program that struggles.


#### Program Leaders / Heads of SAM Programs:

- Sessions covering executive sponsorship, alignment, program design and other vital information will be impactful for your leadership.
- Benchmarking with the leaders of other top companies is invaluable.


#### Managers of SAMs:

- Successful coaches will want to be familiar with the best practices being shared with their account managers - all "F" and "A" sessions are appropriate for Managers of SAMs, as are the program design and management sessions.

#### Experienced SAMs / KAMs / GAMs:

- In addition to SAMA Academy sessions, items marked with an "A" logo  indicate sessions intended for senior-level SAMs with several years of experience managing strategic customer relationships.

#### Newer SAMs / KAMs / GAMs:

- SAMA is offering SAMA Academy sessions concurrently with SAMA Pan-European Conference programming for the first time ever in 2013!
- There are numerous skill-building and best-practice sessions for foundational strategic account managers. See the "F" logo,  which accompanies the essentials of strategic account management.

#### Learning and Development / HR / Sales Excellence:

- See what information your SAMs and GAMs are receiving.
- Audit the sessions led by SAMA's solution providers to help you decide if a consulting firm should be hired for internal training or consulting.
- The fact that each corporate member is entitled to one free seat for a L&D / Training / HR / Sales Excellence executive means that your peers will be here - the benchmarking will be rich.

*"Our Global Sales Organization used the SAMA Conference to bring our non-U.S. SAMs and GAMs from 7 countries to gain significant insight, knowledge and cultural diversity. By every measure, the SAMA Conference was a resounding success."*

#### **Benefits of SAMA's Team Program** (5 or more attendees from your company regardless of membership level) **include:**

- Discounted pricing
- Free meeting space on site (first come, first served)
- Help in securing speakers, from the SAMA community, for your on-site meeting
- Reserved table at meals (if desired – many of our attendees come to SAMA Conferences specifically to network with people outside their own teams)



# 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. Note that individual sessions within a track may be geared for beginning or advanced SAMs, or new or mature SAM Organizations, as prescribed in the session listing. Classes are not restricted. Should you need help selecting your sessions, email [sessionhelp@strategicaccounts.org](mailto:sessionhelp@strategicaccounts.org).

## Attendee Focus Areas



### Executive Strategy & Decision-Making

**Executive-level** sessions are 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.



### SAM Program Design, Structure & Management

**New and Developing Program** sessions are recommended for:

- Senior managers and executives engaged in planning, launching or managing a strategic accounts program/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 organization.

**Mature Program** sessions are recommended for:

- Senior managers and executives seeking to continually improve and innovate their strategic/global accounts program
- Senior leaders wanting to benchmark SAM/GAM best practices

Sessions present next-level practices and examine key areas required for SAM excellence, led by seasoned executives.



### Essentials of Strategic Account Management

**Foundational SAM** sessions are recommended for:

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

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



**Advanced SAM** sessions are 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.



# Conference Program Schedule

Visit the SAMA website for full session descriptions, the latest updates and a downloadable brochure at <http://events.strategicaccounts.org/events/2013/pec>

## Day One: Sunday, 10 March 2013

14:00-19:30	Registration & Check-In
14:30-15:30	Overview of SAMA Certification Program for CSAM (Certified Strategic Account Manager)
16:00-18:00	Academic Forum for Strategic Account Management Practitioners: Strategic Value Creation for Customers <i>sponsored by SKF</i>
18:00-20:00	Welcome Reception

## Day Two: Monday, 11 March 2013

07:00-17:30	Registration & Check-In
07:30-08:30	Breakfast
08:30-09:30	General Session: Welcome and Keynote - Developing Strategic Customers Based on Strong Company Culture and Values

	Executive Strategy & Decision-Making	SAM Program Design, Structure & Management		Essentials of Strategic Account Management	
10:00-11:30	<b>1</b> Pricing and Negotiating for Value in Strategic Account Management	<b>5</b> Co-Creating Real Client Value at Compass Group	<b>9</b> Transformation to Value: An Organizational Journey	<b>13</b> What Can Marketing Do For Me? How to Focus Marketing on Bringing Strategic Value to the SAM Process	<b>17</b> Developing the SAM Mindset
11:30-12:00	Networking Break				
12:00-13:00	<b>2</b> Strengthening the Customer Relationship Through Reciprocal Executive Mentoring	<b>6</b> SAM and the Growth of Demand-Driven Service Businesses	<b>10</b> Optimizing Business Value Means Effectively Managing Multilateral Relationships within the Customer Ecosystem	<b>14</b> Strategies to Overcome the Challenge of Global Pricing	<b>18</b> Maximizing Mutual Value through Effective Opportunity Prioritization
13:00-14:30	Lunch & Networking				
14:30-15:30	<b>3</b> Up For Debate: Whether there are Significant Differences in SAM in Emerging vs. Developed Markets	<b>7</b> Creating Impact in Pharma with KAM	<b>11</b> Using the Customer Value Chain to Advance Beyond Commodity Status	<b>15</b> Improving Internal Leadership to Deliver Greater Value and Profit	<b>19</b> The 'Real' Role of an Executive in a SAM Account
15:30-16:00	Networking Break				
16:00-17:00	<b>4</b> Leveraging the Value of Channel Partner Relationships to Increase Revenue Growth	<b>8</b> Utilizing Strategic Alliances for Managing and Growing Strategic Accounts	<b>12</b> Creating and Selling Customer Value: the Strategic Account Manager's Role	<b>16</b> Strategic Negotiation: Creatively Packaging Your Value to Maximize Your Negotiation Outcome	<b>20</b> Cycling Voice of Customer Feedback into the Strategic Account Plan and Strategic Action Planning
17:00-18:00	Free Time				
18:00-19:00	Cocktail Reception				
19:00-21:30	Dinner				

## Day Three: Tuesday, 12 March 2013

07:00-18:30 Registration & Information Desk

07:30-08:30 Breakfast

08:30-09:30 General Session: Introduction & Keynote: Joint Innovation–Uncovering and Discovering Future Value With Strategic Customers

	Executive Strategy & Decision-Making	SAM Program Design, Structure & Management		Essentials of Strategic Account Management	
10:00-11:30	<b>1</b> Pricing and Negotiating for Value in Strategic Account Management	<b>5</b> Co-Creating Real Client Value at Compass Group	<b>9</b> Transformation to Value: An Organizational Journey	<b>13</b> What Can Marketing Do For Me? How to Focus Marketing on Bringing Strategic Value to the SAM Process	<b>17</b> Developing the SAM Mindset
11:30-12:00	Networking Break				
12:00-13:00	<b>4</b> Leveraging the Value of Channel Partner Relationships to Increase Revenue Growth	<b>8</b> Utilizing Strategic Alliances for Managing and Growing Strategic Accounts	<b>12</b> Creating and Selling Customer Value: the Strategic Account Manager's Role	<b>16</b> Strategic Negotiation: Creatively Packaging Your Value to Maximize Your Negotiation Outcome	<b>20</b> Cycling Voice of Customer Feedback into the Strategic Account Plan and Strategic Action Planning
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15:30-16:00	Networking Break				
16:00-17:00	<b>2</b> Strengthening the Customer Relationship Through Reciprocal Executive Mentoring	<b>6</b> SAM and the Growth of Demand-Driven Service Businesses	<b>10</b> Optimizing Business Value Means Effectively Managing Multilateral Relationships within the Customer Ecosystem	<b>15</b> Improving Internal Leadership to Deliver Greater Value and Profit	<b>21</b> Winning Access to the CxO

Conference Adjourns



# Session Agenda

## More information online!

Visit the SAMA website for full session descriptions, the latest updates and a downloadable brochure at <http://events.strategicaccounts.org/events/2013/pec>

Sunday | 10 March 2013

### 14:30-15:30 Overview of SAMA Certification Program for CSAM (Certified Strategic Account Manager)

Recommended for anyone interested in SAM certification

Presenters: Bernard Quancard, *President & CEO, SAMA*  
Elisabeth Cornell, *Chief Knowledge Officer, SAMA*  
Matt Fegley, *Chief Business Development Officer, SAMA*



### 16:00-18:00 *Academic Forum for Strategic Account Management Practitioners* Sponsored by Strategic Value Creation for Customers



Recommended for all attendees

Co-Hosts: Dr. George Yip, *Professor of Management, China Europe International Business School*  
Vartan Vartanian, *President, Industrial Market, Regional Sales & Service, SKF*



#### *Academic Presentations and Presenters:*

##### Servitizing Products and Selling Value

Dr. Lynette Ryals, *Professor of Strategic Sales and Account Management, Director of the Demand Chain Management Community, Cranfield University School of Management*



##### Delivering Strategic Value with Solutions Business

Dr. Kaj Storbacka, *Professor of Marketing, University of Auckland Business School*



##### Offering Solutions Drives Profit? Yes, but...

Dr. Mario Rese, *Professor, European School of Management and Technology*





Monday | 11 March 2013

**08:30-09:30** General Session

Recommended for all attendees

**Welcome and Opening Remarks**

Bernard Quancard, President & CEO, *SAMA*

**Keynote:** Developing Strategic Customers Based on Strong Company Culture and Values

Michael Zieseimer, Chief Operating Officer, *Endress+Hauser Group*



10:00-11:30 Monday | 11 March 2013

**1** Pricing and Negotiating for Value in Strategic Account Management

**E** Recommended for C-Level and Senior Management Executives

Presenters: Dr. Andreas Hinterhuber, Partner, *Hinterhuber & Partners*

Dr. Stephan Liozu, President & CEO, *Ardex Americas*

Rafael Farres, Head of Strategy & Pricing, *Agfa Graphics*

Fathi Tlatli, President Global Automotive Sector, *DHL*



Based on best-practice case studies and academic research, this panel session will focus on how companies can successfully implement value-based pricing and value-based negotiation processes.

**P 5** Co-Creating Real Client Value at Compass Group

Recommended for all SAM Program Leaders and Executives

Presenters: Marco Retel, Strategic Account Management Director, *Compass Group*

Edmund Bradford, Director, *Market2win Ltd.*



In this session, we will serve up the Compass approach to driving value in client relationships and how it has been applied in different ways to uncover real value with some of the world's leading organizations.

**9** Transformation to Value: An Organizational Journey

**P** Recommended for all SAM Program Leaders and Executives

Presenters: Carolyn Wagner, Managing Director, *DS Smith Packaging*

Mike Moorman, Managing Principal, *ZS Associates*



This session will focus particularly on the transformation from transactional to value-based selling with strategic accounts and resulting impact.

**13** What Can Marketing Do for Me? How to Focus Marketing on Bringing Strategic Value to the SAM Process

**A** Recommended for advanced Strategic/Global Account Managers

Presenters: Stuart Allan, Strategic Account Director, *Steria*

Bev Burgess, Director, *The Capsicum Group*

Lynda Chambers, Director, *The Capsicum Group*



Marketing has a key role to play in each step of the SAM process. This workshop will focus on the role the marketer can play, how they can add value on the path to understand, collaborate, create and quantify customer value.

**17** Developing the SAM Mindset

**F** Recommended for new and developing Strategic Account Managers

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



This interactive session will focus on helping you develop and apply the optimal business mindset for the future global economy.

12:00-13:00 Monday | 11 March 2013

## 2 Strengthening the Customer Relationship Through Reciprocal Executive Mentoring

**E** Recommended for C-Level and Senior Management Executives

Presenter: Paul Castonguay, Regional Customer Value Leader - Western Europe Pharma Operations, **Roche**

A pilot program for reciprocal mentoring was undertaken with strategic customers and Roche. SAMs from Roche were mentored by customer C-level executives and vice-versa. The goal was to strengthen leadership development and accelerate relationships between organizations in both private and public sectors.



## 6 SAM and the Growth of Demand-Driven Service Businesses (DHL)

**P** Recommended for SAM Program Leaders and Executives in Mature SAM/GAM Organizations

Presenter: Mark Gieben, Vice President & Regional Industry Director, **DHL**

Many manufacturing customer organizations are increasing the importance of their service business for growth globally. Service is now a differentiator in competitive markets.

Deutsche Post DHL

## 10 Optimizing Business Value Means Effectively Managing Multilateral Relationships within the Customer Ecosystem

**P** Recommended for SAM Program Leaders and Executives in New/Developing SAM Organizations

Presenter: Alfredo Morate, Vice President, Head Customer Excellence, **Schindler**

When multiple other companies/businesses have a stake in the customer buying decision that involves your customer solution, it becomes essential to embrace the larger circle of stakeholders inextricably linked to your success.



## 14 Strategies to Overcome the Challenge of Global Pricing

**A** Recommended for advanced Strategic/Global Account Managers

Presenter: Professor Miguel Serrano Kieckebusch, Global Director of Pricing Strategy, **Medtronic**

Rapid market consolidation is happening through key verticals (healthcare, energy, automotive, airlines). This puts a big challenge ahead of strategic account managers who are suddenly confronted with various country strategies converging on a global negotiation.



## 18 Maximizing Mutual Value through Effective Opportunity Prioritization

**F** Recommended for new and developing Strategic Account Managers

Presenter: Robert Box, Partner, **Mercuri International**

This session presents a methodical approach to assessing opportunities with your strategic customers, a way to analyze and prioritize the potential value for both firms.



14:30-15:30 Monday | 11 March 2013

## 3 Up For Debate: Whether There Are Significant Differences in Strategic Account Management in Emerging Markets Vs. Developed Markets

**E** Recommended for C-Level and Senior Management Executives

Moderator: Dominique Côté, European Regional Director, EURIT, **Pfizer**

Roundtable Panelists: Martin Flurschuetz, Account Management Office and Siemens One, **Siemens Limited, China**  
Jacob Moe, Chief Commercial & Operations Officer, Africa and Middle East, **Damco**  
Mario Rieth, Head of Global Account Operations, **Avaya**  
George Yip, Professor of Management, **China Europe International Business School**



SIEMENS

DAMCO

AVAYA



No presentation slides allowed! This session is all roundtable discussion with topics initiated by the Moderator and debated by the panelists to present contrasting views and perspectives on the practice of strategic account management in emerging vs. developed markets.

## 7 Creating Impact in Pharma with KAM (Novartis)



**P** Recommended for SAM Program Leaders and Executives in New/Developing SAM Organizations

Presenters: Jan Schluechter, Global Head of KAM, Customer Model Innovation and Channel Management, *Novartis Pharma AG*  
Kevin Simpson, Associate Director Global KAM, *Novartis Pharma AG*

Key account management continues to be one of the most discussed topics within Pharma. However, in this industry there is no shared opinion on what KAM actually is or proven examples on how to make KAM successful.

## 11 Using the Customer Value Chain to Advance Beyond Commodity Status



**P** Recommended for SAM Program Leaders and Executives in New/Developing SAM Organizations

Presenters: Marc Abels, Partner, *Deloitte Consulting (Belgium)*  
Jeroen De Bock, Director Key Accounts - European & Global Accounts Department, *Securitas*



Securitas, as a leading security company, is facing increased industry commoditization in guarding services, which puts pressure on margins. Securitas will share how it turned around its customer's perception of its services as a commodity.

## 15 Improving Internal Leadership to Deliver Greater Value and Profit (IMI Nuclear)



**F** Recommended for new and developing Strategic Account Managers

Presenters: Lorraine Wiseman, Senior Director Global Marketing and Business Development, *IMI Nuclear*  
Alistair Taylor, Director, *TaylorHoughton Limited*



Value dissipates when poor internal management leads to inefficient execution of customer programs. All too frequently, managers bring strong functional expertise but lack skills for coordinating internal teams, resolving conflicts and raising performance.

## 19 The 'Real' Role of an Executive in a SAM Account

**F** Recommended for new and developing Strategic Account Managers

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



Sometimes an executive is confused about their role, but oftentimes the SAM is more confused about how, where, and when to use an executive. This session will specifically spell out the do's and don'ts for how an executive can be leveraged in a strategic account.

16:00-17:00 Monday | 11 March 2013

## 4 Leveraging the Value of Channel Partner Relationships to Increase Revenue Growth

**E** Recommended for C-Level and Senior Management Executives

Presenters: Jean Philippe Machon, Executive VP Distributors & Installers Market Line, *Nexans*  
Christophe Lengereau, VP Marketing Europe, *Nexans*  
Jean Luc Hennes, Corporate Key Accounts Director, Distributors & Installers Market Line, *Nexans*



Working closely with selected channel partners, Nexans is successfully combining marketing strategies with KAM to achieve an effective "Push/Pull" approach with end customers.

## 8 Utilizing Strategic Alliances for Managing and Growing Strategic Accounts

**P** Recommended for SAM Program Leaders and Executives in Mature SAM/GAM Organizations

Presenter: Geoff Williams, Vice President Global Customers, *Schneider Electric*



Schneider Electric leverages its strategic supplier alliances to meet customer expectations and requirements, manage account complexity, and maximize mutual growth potential.



## 12 Creating and Selling Customer Value: the Strategic Account Manager's Role

**P** Recommended for SAM Program Leaders and Executives in New/Developing SAM Organizations

Presenter: Stephan Ackermann, Global Key Account Manager, *Mettler-Toledo*

This session is about how the Account Manager can make sure that he truly understands customer needs, how he can differentiate between "product" and "value" and how he can successfully communicate the "value" message to the customer.



## 16 Strategic Negotiation: Creatively Packaging Your Value to Maximize Your Negotiation Outcome

**F A** Recommended for all Strategic/Global Account Managers

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

This session will focus on proactively guiding your customer's decision-making using a consistent framework for every negotiation. Learn how to create and present flexible and compelling solution options to customers, in their language, that will distinguish your value and help you get paid for it.



## 20 Cycling Voice of Customer Feedback into the Strategic Account Plan and Strategic Action Planning

**F** Recommended for new and developing Strategic Account Managers

Presenter: Dennis J. Chapman Sr., President and CEO, *The Chapman Group*

This session will speak to the value and process of gathering and interpreting critical facts and insights from strategic accounts. Examples will be provided utilizing these newly acquired knowledge points to develop and substantiate the strategic account plan and relevant account strategies and tactics (actions).



Tuesday | 12 March 2013

**08:30-09:30** General Session

Recommended for all attendees

### Welcome and Opening Remarks

Bernard Quancard, President & CEO, *SAMA*



### Keynote: Joint Innovation—Uncovering and Discovering Future Value with Strategic Customers

Volkhard Bregulla, Vice President Global Accounts Germany and Central Eastern Europe, *Hewlett-Packard GmbH*

Paul Jeremaes, Director HP Innovation Centers, *Hewlett-Packard*



**10:00-11:30** Tuesday | 12 March 2013

## 1 Pricing and Negotiating for Value in Strategic Account Management

**E** Recommended for C-Level and Senior Management Executives

Presenters: Dr. Andreas Hinterhuber, Partner, *Hinterhuber & Partners*

Dr. Stephan Liozu, President & CEO, *Ardex Americas*

Rafael Farres, Head of Strategy & Pricing, *Agfa Graphics*

Fathi Tlatli, President Global Automotive Sector, *DHL*

Based on best-practice case studies and academic research, this panel session will focus on how companies can successfully implement value-based pricing and value-based negotiation processes.



## 5 Co-Creating Real Client Value at Compass Group

**P** Recommended for all SAM Program Leaders and Executives

Presenters: Marco Retel, Strategic Account Management Director, *Compass Group*

Edmund Bradford, Director, *Market2win Ltd.*

In this session, we will serve up the Compass approach to driving value in client relationships and how it has been applied in different ways to uncover real value with some of the world's leading organizations.



## 9 Transformation to Value: An Organizational Journey

**P** Recommended for all SAM Program Leaders and Executives

Presenters: Carolyn Wagner, Managing Director, **DS Smith Packaging**  
Mike Moorman, Managing Principal, **ZS Associates**



This session will focus particularly on the transformation from transactional to value-based selling with strategic accounts and resulting impact.

## 13 What Can Marketing Do for Me? How to Focus Marketing on Bringing Strategic Value to the SAM Process

**A** Recommended for advanced Strategic/Global Account Managers

Presenters: Stuart Allan, Strategic Account Director, **Steria**  
Bev Burgess, Director, The Capsicum Group  
Lynda Chambers, Director, The Capsicum Group



Marketing has a key role to play in each step of the SAM process. This workshop will focus on the role the marketer can play, how they can add value on the path to understand, collaborate, create and quantify customer value.

## 17 Developing the SAM Mindset

**F** Recommended for new and developing Strategic Account Managers

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



This interactive session will focus on helping you develop and apply the optimal business mindset for the future global economy.

**12:00-13:00 Tuesday | 12 March 2013**

## 4 Leveraging the Value of Channel Partner Relationships to Increase Revenue Growth

**E** Recommended for C-Level and Senior Management Executives

Presenters: Jean Philippe Machon, Executive VP Distributors & Installers Market Line, **Nexans**  
Christophe Lengereau, VP Marketing Europe, **Nexans**  
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**THE CHAPMAN**  
Sales Effectiveness Consultants GROUP

This session will speak to the value and process of gathering and interpreting critical facts and insights from strategic accounts. Examples will be provided utilizing these newly acquired knowledge points to develop and substantiate the strategic account plan and relevant account strategies and tactics (actions).

14:30-15:30 Tuesday | 12 March 2013

## 3 Up For Debate: Whether There Are Significant Differences in Strategic Account Management in Emerging Markets Vs. Developed Markets

**E** Recommended for C-Level and Senior Management Executives

Moderator: Dominique Côté, European Regional Director, EURIT, *Pfizer*

Roundtable Panelists:

Martin Flurschuetz, Account Management Office and Siemens One, *Siemens Limited, China*

Jacob Moe, Chief Commercial & Operations Officer, Africa and Middle East, *Damco*

Mario Rieth, Head of Global Account Operations, *Avaya*

George Yip, Professor of Management, *China Europe International Business School*



No presentation slides allowed! This session is a roundtable discussion with topics initiated by the moderator and debated by the panelists to present contrasting views and perspectives on the practice of strategic account management in emerging vs. developed markets.

## 7 Creating Impact in Pharma with KAM (Novartis)



**P** Recommended for SAM Program Leaders and Executives in New/Developing SAM Organizations

Presenters: Jan Schluechter, Global Head of KAM, Customer Model Innovation and Channel Management, *Novartis Pharma AG*  
Kevin Simpson, Associate Director Global KAM, *Novartis Pharma AG*

Key account management continues to be one of the most discussed topics within Pharma. However, in this industry there is no shared opinion on what KAM actually is or proven examples on how to make KAM successful.

## 11 Using the Customer Value Chain to Advance Beyond Commodity Status



**P** Recommended for SAM Program Leaders and Executives in New/Developing SAM Organizations

Presenters: Marc Abels, Partner, *Deloitte Consulting (Belgium)*

Jeroen De Bock, Director Key Accounts - European & Global Accounts Department, *Securitas*



Securitas, as a leading security company, is facing increased industry commoditization in guarding services, which puts pressure on margins. Securitas will share how it turned around its customer's perception of its services as a commodity.

## 14 Strategies to Overcome the Challenge of Global Pricing

**A** Recommended for advanced Strategic/Global Account Managers

Presenter: Professor Miguel Serrano Kieckebusch, Global Director of Pricing Strategy, *Medtronic*

Rapid market consolidation is happening through key verticals (healthcare, energy, automotive, airlines). This puts a big challenge ahead of strategic account managers who are suddenly confronted with various country strategies converging on a global negotiation.



## 18 Maximizing Mutual Value through Effective Opportunity Prioritization

**F** Recommended for new and developing Strategic Account Managers

Presenter: Robert Box, Partner, *Mercuri International*

This session presents a methodical approach to assessing opportunities with your strategic customers, a way to analyze and prioritize the potential value for both firms.



16:00-17:00 Tuesday | 12 March 2013

## 2 Strengthening the Customer Relationship Through Reciprocal Executive Mentoring

**E** Recommended for C-Level and Senior Management Executives

Presenter: Paul Castonguay, Regional Customer Value Leader - Western Europe Pharma Operations, *Roche*

Roche undertook a pilot program for reciprocal mentoring with its strategic customers. SAMs from Roche were mentored by customer C-level executives and vice versa. The goal was to strengthen leadership development and accelerate relationships between organizations in both private and public sectors.



## 6 SAM and the Growth of Demand-Driven Service Businesses (DHL)

**P** Recommended for SAM Program Leaders and Executives in Mature SAM/GAM Organizations

Presenter: Mark Gieben, Vice President & Regional Industry Director, *DHL*

Many manufacturing customer organizations are increasing the importance of their service business for growth globally. Service is now a differentiator in competitive markets.

Deutsche Post DHL

## 10 Optimizing Business Value Means Effectively Managing Multilateral Relationships within the Customer Ecosystem

**P** Recommended for SAM Program Leaders and Executives in New/Developing SAM Organizations

Presenter: Alfredo Morate, Vice President, Customer Excellence Program, Corporate Management, *Schindler*

When multiple other companies/businesses have a stake in the customer buying decision that involves your customer solution, it becomes essential to embrace the larger circle of stakeholders inextricably linked to your success.



## 15 Improving Internal Leadership to Deliver Greater Value and Profit (IMI Nuclear)

**F** Recommended for new and developing Strategic Account Managers

Presenters: Lorraine Wiseman, Senior Director Global Marketing and Business Development, *IMI Nuclear*  
Alistair Taylor, Director, *TaylorHoughton Limited*

Value dissipates when poor internal management leads to inefficient execution of customer programs. All too frequently managers bring strong functional expertise but lack skills for coordinating internal teams, resolving conflicts and raising performance.



## 21 Winning Access to the CxO

**F** Recommended for new and developing Strategic Account Managers

Presenter: Reinhard Bockstette, Consulting Executive, *Executive Conversation*

Led by a seasoned executive, this session shares insights to improve your ability to secure time with executives at your accounts.







## Certified Strategic Account Manager Program

SAMA's Certified Strategic Account Manager (CSAM) program establishes a professional standard of individual capabilities to successfully perform the role and responsibilities of a strategic account manager.

To request a brochure, learn more about becoming certified, or inquire about working with SAMA to deliver the program in-house to a group please email:

[certification@strategicaccounts.org](mailto:certification@strategicaccounts.org)

## Deep-dive training for SAMs



### A Simple Solution for a Complex Training Challenge

*Five steps to Empower, Engage and Enable SAMs:*

1. Enrollment & Program Pre-work
2. Competency Pre-Assessment
3. Course Components (In-person and online)
4. Exit Assessment and Final Review
5. Award and Recognition

*Candidates must*

- be employed in a role equivalent to a strategic account manager
- be actively managing at least one strategic account
- have the support of a direct manager or leader within their organization

Learn more at:  
[www.strategicaccounts.org/learning/certification](http://www.strategicaccounts.org/learning/certification)



Advancing strategic  
customer-supplier value,  
collaboration and learning



# SAMA Academy



Experience the deep-dive and rigorous skill-building of SAMA Academy in conjunction with our Pan-European Conference. This year, you can choose up to three of our full-day open enrollment SAMA Academy workshops. Each is also a required course of the SAMA Certification Program. Explore the in-depth learning that SAMA Academy offers.

## SAMA Academy at a Glance

7:30-8:30	Breakfast/ Registration
8:30-10:00	Class in session
10:00-10:30	Break
10:30-12:00	Class in session
12:00-13:00	Lunch
13:00-14:30	Class in session
14:30-15:00	Break
15:00-17:00	Class in session
17:00	Adjourn

### 1 - Critical Skills for Strategic Account Managers (2 Days)



Tuesday and Wednesday, 12-13 March 2013

Faculty: LaVon Koerner, President, Revenue Storm Corporation

**Revenue Storm**  
The Business Rainmakers

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

#### Topics covered:

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

**Course Requirements:** Pre-work will be required, using a proprietary tool that captures how a strategic account manager spends his or her time executing the account strategy. Each individual will work on a live account or opportunity of his or her own choosing. During the workshop, account managers will apply the proven processes, methods and tools taught throughout the class to the account managers’ own situations. Each individual will compare his or her work to best-in-class benchmark data from high-performing strategic account managers.

### 2 - Creating Joint Solutions with Strategic Customers

(1-Day) 

Tuesday, 12 March 2013

Faculty: Shakeel Bharmal, President - Canada, The Summit Group

**THE SUMMIT GROUP**

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

#### Topics Covered:

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

**Course Requirements:** None

For questions on registration, please contact Rhodonna Espinosa at +1-312-251-3131, ext. 38, or [espinosa@strategicaccounts.org](mailto:espinosa@strategicaccounts.org).

The schedules, courses and faculty for SAMA University & SAMA Academy are subject to change. For questions about session content, please contact Elisabeth Cornell at +1-312-251-3131, ext. 16, or [cornell@strategicaccounts.org](mailto:cornell@strategicaccounts.org).

For questions on certification, please contact Lisa Reyes at +1-312-251-3131, ext. 20, or [reyes@strategicaccounts.org](mailto:reyes@strategicaccounts.org).

Tuesday, 12 March	Wednesday, 13 March	Thursday, 14 March
<b>1 Critical Skills for SAMs</b> (2-Day Workshop)		<b>4 Managing Overall Relationships and Business Outcomes</b>
<b>2 Creating Joint Solutions</b>	<b>3 Strategic Negotiation</b>	

 **Foundational:** Focus on core strategic account manager skills for new/developing SAM professionals.

 **Advanced:** Builds upon core SAM skills for intermediate to advanced strategic/global account managers.

**Register on pages 25 & 26. Or, register online! Visit [events.strategicaccounts.org/samau](https://events.strategicaccounts.org/samau)**

### 3 - Strategic Negotiation: Changing the Conversation from Price to Solutions (1-Day)



Wednesday, 13 March 2013

Faculty: Karen Fraser, Negotiations Consultant, Think! Inc.

**Think! Inc.**  
business negotiation, redefined

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

#### Topics covered:

- How to audit and improve your personal negotiation skills for:
  - » Determining and acquiring power in high-level, complex negotiations
  - » Developing strategies for dealing with irrational competitive offers
  - » Finding ways to create measurable business value by taking pressure off price
  - » Developing effective ways to negotiate solutions vs. price
- A structured approach to complex business negotiation
- How to integrate this common language and process within your strategic account organization and account team

**Course Requirements:** Bring an account negotiation with you that we will work on and apply concepts to during the session.

### 4 - Managing the Overall Customer Relationship and Business Outcomes (1-Day)



Thursday, 14 March 2013

Faculty: Dennis J. Chapman Sr., President/CEO,  
The Chapman Group

**the CHAPMAN**  
Sales Effectiveness Consultants GROUP

Strategic account managers are the relationship managers between company and customer, accountable to both in achieving and, in some cases, exceeding expected business outcomes. As the overall corporate customer manager, the SAM builds and sustains individual relationships, develops the joint customer-supplier scorecard, drives the account team performance against a defined metric-based dashboard, delivers the internal/external business reviews and monitors overall customer satisfaction and loyalty metrics.

This highly interactive workshop, complete with field-based application activities and recommended follow-on collaboration with their appropriate leader, will assist SAMs in developing the right skill set and operating plan to manage the overall corporate relationship, maintain process discipline to drive results and deliver to expectations and joint metrics for success.

#### Topics covered:

- Mastering the What, the How and the When of the SAM relationship management, engagement and review processes
- The metrics-based dashboard and tracking progress
- Gaining clarity on internal and external expectations for the overall relationship management process
- Personal accountability and responsibility for business outcomes

**Course Requirements:** None



# Registration Fees

## Attending the Pan-European Conference ONLY?

	<b>Early Bird Fees</b> Register on or before 31/12/2012		Register after 31/12/2012	
	Solo	Team	Solo	Team
Corporate Member	€1545	€1455	€1595	€1505
Individual Member	€1695	€1605	€1745	€1655
Non-Member	€1870	€1780	€1920	€1830

*You are welcome to attend the Pan-European Conference and substitute a SAMA Academy class on Tuesday, 12 March. You will simply pay the Conference fee.*

## Attending SAMA Academy Only?

	<b>Early Bird SAMA Academy Fees</b> Register on or before 31/12/2012			Register after 31/12/2012		
	1-Day Fee	2-Day Fee	3-Day Fee	1-Day Fee	2-Day Fee	3-Day Fee
Corporate Member	€795	€1365	€1915	€845	€1415	€1965
Individual Member	€920	€1570	€2200	€970	€1620	€2250
Non-Member	€1005	€1710	€2395	€1055	€1760	€2445

For SAMA Academy Team fees, please contact Rhodonna Espinosa at +1-312-251-3131, Ext. 38.

**If you would like to attend the Conference on Monday and Tuesday, and would like to stay for SAMA Academy, simply select the one-day (for Wednesday OR Thursday) or two-day (for both Wednesday AND Thursday) pricing option from the SAMA Academy grid above.**



First Name		Surname	
Company	Parent Company	Business Title (will appear on badge)	
Address			
City	State / Province	Zip / Postal	Country
Office Phone		Cell/Mobile	
Attendee E-Mail Address (required)		CC Confirmation E-Mail to: (admin/assistant)	

## Payment (in euros €)

**Conference Registration Fee** € \_\_\_\_\_

**SAMA Academy Registration Fee** € \_\_\_\_\_

**Membership Fee (€350)** € \_\_\_\_\_

(initiation fee of €75 waived for conference attendees when registering for membership and the Pan-European conference together)

**Total Fee** € \_\_\_\_\_

*Fees due before commencement of the conference.*

### **Cancellation and Refund Policy**

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

- Full refunds on or before Friday, 25 January 2013.
- Starting 26 January 2013 NO REFUNDS will be issued, regardless of the date that the registration was submitted.
- Fees will apply for payments received after 12 March 2013.
- **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.

## Method of Payment

**A: Credit Card:** ☐ American Express ☐ Visa ☐ MasterCard ☐ Discover

Card Number

Cardholder Name (please print)

Exp. Date

Cardholder Signature

**B: Check** (payable to SAMA in euros €)

Mail Check to: SAMA, 33 N. LaSalle St., Suite 3700, Chicago, IL 60602

☐ Check enclosed ☐ Check in mail

**C: ☐ Sending Wire Transfer**

**SAMA wire transfer information** (in euros €) for:

**SAMA's 2013 Pan-European Conference / SAMA Academy**

**EUR England SWIFT # (BIC):** RBOSGB2L

**Bank:** Royal Bank of Scotland

5 Devonshire Square, London, United Kingdom

**Acct. #:** GB74RBOS16107510000470

**Acct. Name:** RBS Citizens N.A.

**For Further Credit to:** Strategic Account Management Association (SAMA)

**Acct. #:** FCA 2010102600618 (This must be on wire request!)

***Important: Please indicate First and Last Name of Attendee & Company Name on Wire Transfer Payment Details.***

First Name

Surname/Last Name

## Pan-European Conference Session Selections - check online for the latest updates!

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

### Day One: Sunday, 10 March 2013

14:30-15:30 ☐ Overview of SAMA Certification Program for CSAM (Certified Strategic Account Manager)

16:00-18:00 ☐ Academic Forum for SAM Practitioners: Strategic Value Creation for Customers

### Day Two: Monday, 11 March 2013

	Exec. Strategy & Decision-Making	SAM Program Design, Structure & Management		Essentials of Strategic Account Management	
10:00-11:30	<input type="checkbox"/> 1	<input type="checkbox"/> 5	<input type="checkbox"/> 9	<input type="checkbox"/> 13	<input type="checkbox"/> 17
12:00-13:00	<input type="checkbox"/> 2	<input type="checkbox"/> 6	<input type="checkbox"/> 10	<input type="checkbox"/> 14	<input type="checkbox"/> 18
14:30-15:30	<input type="checkbox"/> 3	<input type="checkbox"/> 7	<input type="checkbox"/> 11	<input type="checkbox"/> 15	<input type="checkbox"/> 19
16:00-17:00	<input type="checkbox"/> 4	<input type="checkbox"/> 8	<input type="checkbox"/> 12	<input type="checkbox"/> 16	<input type="checkbox"/> 20

### Day Three: Tuesday, 12 March 2013

10:00-11:30	<input type="checkbox"/> 1	<input type="checkbox"/> 5	<input type="checkbox"/> 9	<input type="checkbox"/> 13	<input type="checkbox"/> 17
12:00-13:00	<input type="checkbox"/> 2	<input type="checkbox"/> 6	<input type="checkbox"/> 10	<input type="checkbox"/> 14	<input type="checkbox"/> 18
14:30-15:30	<input type="checkbox"/> 3	<input type="checkbox"/> 7	<input type="checkbox"/> 11	<input type="checkbox"/> 15	<input type="checkbox"/> 20
16:00-17:00	<input type="checkbox"/> 4	<input type="checkbox"/> 8	<input type="checkbox"/> 12	<input type="checkbox"/> 16	<input type="checkbox"/> 21

## Session Selections for SAMA Academy Registration Check (✓) one course selection **per day**.

**SAMA Academy | 12-14 March 2013** | Venue TBA • Berlin, Germany

Visit [www.strategicaccounts.org/europe/](http://www.strategicaccounts.org/europe/) for full session descriptions.


Tuesday, 12 March	Wednesday, 13 March	Thursday, 14 March
<input type="checkbox"/> 1 Critical Skills for SAMs (2-Day Session)		<input type="checkbox"/> 4 Managing Overall Relationships and Business Outcomes
<input type="checkbox"/> 2 Creating Joint Solutions	<input type="checkbox"/> 3 Strategic Negotiation	

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

<b>3M*</b>	Bosch Rexroth	Dow Jones & Co.	<b>Ingersoll Rand*</b>	<b>Novozymes*</b>	Sodexo
<b>A P Moller - Maersk*</b>	Boussias Communications	Draka Comteq France	<b>InterContinental Hotels Group*</b>	Office Depot	Southco
<b>ABB Ltd.*</b>	British Airways	DS Solidworks	International Paper	Ondeo Industrial Solutions	Spirent Communications
<b>Abbott Laboratories*</b>	Cambridge Engineering	DSM	<b>Invensys*</b>	Outokumpu Oy	Standard & Poors
<b>Accor Hospitality*</b>	<b>Cargill*</b>	DuPont Corporation	Invest Northern Ireland	Outotec Oyj	Stora Enso
<b>ADP*</b>	Catalent Pharma Solutions	EDF	ITT	<b>Pall Corporation*</b>	Suez
AECOM	Cegos	Electrabel	J.T. International	Parker Hannifin	Swiss Post
Agfa Gevaert	Celsis Ltd.	Electrolux	JF Hillebrand Group AG	<b>Pfizer*</b>	Swisscom AG
<b>Agility Logistics*</b>	Cendant Corporation	<b>Emerson Process Management*</b>	<b>Johnson &amp; Johnson*</b>	Phillips Electronics	TaylorHoughton Limited
Air Liquide	Cendris	<b>Endress + Hauser*</b>	Kelly Services	<b>Pitney Bowes*</b>	Tekes
Air Products	<b>CH Robinson Worldwide*</b>	Energizer	<b>Kone*</b>	Platts	Telkom SA Limited
Alstom Grid	Chevron Lubricants	Evonik Degussa	<b>Konecranes*</b>	<b>PolyOne Corporation*</b>	tesa tape
Amadeus	Cisco	FlexLink Systems	KPMG	<b>Procter &amp; Gamble*</b>	Tetra Pak International
Amcor Flexibles	Clariant International	Fluor Corporation	Kraft Foods	<b>QUALCOMM*</b>	Thomson Reuters
<b>Amgen*</b>	CommScope	Fujitsu Siemens Computers	Legrand	RBC Dexia	Towers Watson
APL Logistics	Compass Group PLC	GE Healthcare	Lexmark International	Rettig ICC	Tractebel Engineering
Arcadis	Computer Sciences Corporation	Georgia Pacific Corporation	Linde Group	Ricoh Global Services Europe	<b>Trane*</b>
ArcelorMittal	Connaught Health & Safety Compliance	Growhow UK	Lubrizol, Noveon	<b>Rockwell Automation*</b>	Unisys
Ardex Americas	Cushman & Wakefield	Grundfos Management	Lufthansa	Rohde & Schwarz	United Airlines
Armstrong Building Products	Cyprus Telecommunications Authority (CYTA)	Halcrow Group	<b>Lutron Electronics*</b>	<b>Samsung*</b>	Valeo Management Services
ARVAL	Daimler Chrysler Corporation	Henkel	Lynden International	Sandvik	Vedior
AT&T	Dalkia	HighStreet Accommodations	Marriott Hotel Holding	SAPA AB	Veolia Environment
<b>Autodesk*</b>	<b>Damco*</b>	Hillebrand Group	MCI	SAS Institute	<b>Vestas*</b>
<b>Avaya*</b>	Dassault Systems	Hilti AG	<b>Medtronic*</b>	SCA Packaging	VMware, Inc.
Aviation Tyre Product Line	Dell India	<b>Hilton Worldwide*</b>	Merck	Schindler Management Ltd.	Vodafone
AXA Corporate Solutions	<b>Deloitte*</b>	Hitachi Data Systems	Metso Automation	<b>Schneider Electric*</b>	Wacker Chemical
BAA plc	Depolabo Pharma-Logistique	<b>Hoffmann-La Roche Ltd.*</b>	Mettler-Toledo	Seko Worldwide	Wartsila Corporation
<b>BASF*</b>	<b>DHL*</b>	HOK	Michelin	Shell Chemicals	Watson Wyatt Worldwide
Beiersdorf	<b>Diebold*</b>	Honeywell International	MobiNIL	Sigma-Aldrich Corp.	Wipro Technologies
<b>Belden*</b>	Dow Italia	<b>HP*</b>	<b>Motorola Solutions*</b>	<b>SKF*</b>	WM-data
<b>Bentley Systems*</b>		<b>IBM*</b>	<b>Nalco*</b>		<b>Xerox*</b>
		IMI plc	<b>NEXANS*</b>		<b>Zurich Financial Services Group*</b>
			NH Hoteles		
			Nokia Corp		
			<b>Novartis*</b>		<b>Corporate Member*</b>

# 2013 Conference Program

Sunday Afternoon:

- Overview of SAMA Certification Program for CSAM
- Academic Forum for Strategic Account Management Practitioners:  
Strategic Value Creation for Customers sponsored by SKF 

## Monday Keynote:

*Developing Strategic Customers Based on Strong Company Culture and Values*

## Tuesday Keynote:

*Joint Innovation—Uncovering and Discovering Future Value with Strategic Customers*

## Executive Strategy & Decision-Making

1	Pricing and Negotiating for Value in Strategic Account Management
2	Strengthening the Customer Relationship Through Reciprocal Executive Mentoring
3	Up For Debate: Whether there are Significant Differences in Strategic Account Management in Emerging Markets vs. Developed Markets
4	Leveraging the Value of Channel Partner Relationships to Increase Revenue Growth

## SAM Program Design, Structure & Management

5	Co-Creating Real Client Value at Compass Group
6	SAM and the Growth of Demand-Driven Service Businesses
7	Creating Impact in Pharma with KAM
8	Utilizing Strategic Alliances for Managing and Growing Strategic Accounts
9	Transformation to Value: An Organizational Journey
10	Optimizing Business Value Means Effectively Managing Multilateral Relationships within the Customer Ecosystem
11	Using the Customer Value Chain to Advance Beyond Commodity Status
12	Creating and Selling Customer Value: the Strategic Account Manager's Role

## Essentials of Strategic Account Management

13	What Can Marketing Do For Me? How to Focus Marketing on Bringing Strategic Value to the SAM Process
14	Strategies to Overcome the Challenge of Global Pricing
15	Improving Internal Leadership to Deliver Greater Value and Profit
16	Strategic Negotiation: Creatively Packaging Your Value to Maximize Your Negotiation Outcome
17	Developing the SAM Mindset
18	Maximizing Mutual Value through Effective Opportunity Prioritization
19	The 'Real' Role of an Executive in a SAM Account
20	Cycling Voice of Customer Feedback into the Strategic Account Plan and Strategic Action Planning
21	Winning Access to the CxOs

Visit the SAMA website for full session descriptions, the latest updates and downloadable brochure at <http://events.strategicaccounts.org/events/2013/pec>

## Companies Presenting

### Practitioners

Agfa  
Ardex  
Avaya  
Compass Group  
Damco  
DHL  
DS Smith Packaging  
Endress+Hauser  
Hewlett-Packard  
IMI Nuclear  
Medtronic  
Mettler-Toledo  
Nexans  
Novartis Pharma AG  
Pfizer  
Roche  
Schindler  
Schneider Electric  
Securitas  
Siemens  
SKF  
Steria

### Academics

Auckland Business School  
China Europe International Business School  
Cranfield University School of Management  
European School of Management and Technology

### Consultants/SMEs

The Capsicum Group  
The Chapman Group  
Deloitte  
Executive Conversation  
Hinterhuber & Partners  
Mercuri International  
Revenue Storm  
The Summit Group  
TaylorHoughton  
Think! Inc.  
ZS Associates