

# GROWING CUSTOMER VALUE

A transformational journey

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SAMA Pan-European Conference  
9-10 March 2017  
Prague, Czech Republic



Register or select sessions at:  
[www.strategicaccounts.org/samapec17](http://www.strategicaccounts.org/samapec17)

#SAMAPEC17



S A M A

“Meeting a community of professionals in strategic account management was great for expanding my network, sharing best practices and discussing topics of common interest.”

“The content is right on, and SAMA is quite unique and specialized – the event to attend.”

“The format of open discussion and sharing of best practices with peers from other markets is inspiring.”

“I was able to learn more about how other companies are creating and communicating customer value.”

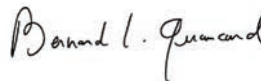


S A M A

Ample benchmarking data accumulated by SAMA, a unique community of practice and expertise in SAM/KAM/GAM, shows that, beyond the words and rhetoric, most strategic customers are not significantly managed differently than other large, critical or important customers. What does this mean? It means that strategic account managers are doing more commercial coordination than true co-value creation. What does it take to truly change the way SAMs manage their strategic customers? Well, it takes many things, but essentially two. The first one is a company transformation. The C-level of the supplier organization has to launch and sustain a true transformational way of managing the strategic customers. Conversely, in the customer organization, there has to be an openness from procurement and business managers to collaboratively create value with a strategic supplier. This will be a key part of SAMA's 2017 Pan-European Conference.

Another key ingredient of managing customers differently is to select, develop and manage the right talent. Great salespeople do not necessarily become great strategic account managers. They are two very different roles. The key traits, characteristics and competencies needed to be successful are significantly different between a field salesperson and a SAM. This also will be substantially covered in the Pan-European Conference. All in all, if you do not transform your own company internally, while leading a simultaneous, parallel transformation inside your strategic customers, SAM will not be a true growth engine, a true customer-driven innovation engine, a true customer retention engine. Enjoy the concrete business cases, the many practitioners who will be speakers, as well as the incredible networking opportunities around this most essential theme in strategic account management.

See you in Prague!



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



**77%** of SAM managers place the highest level of importance on increasing the effectiveness of SAM skills.\*\*

**82%** of suppliers predict that their strategic clients will seek greater collaboration with suppliers.\*\*

Almost  
**70%** reported that customer relationships have been repaired or saved through SAM within the last two years.\*\*\*

SAM  
VALUE

## The maturity and excellence of your strategic accounts organization /S your competitive advantage with clients.

Now more than ever, smart companies realize that strategic account management is the right go-to-market strategy for their most important customers. SAMA research shows that a successful SAM approach is **the number one** contributor to company growth.

Over the last two years more than ...



... six in 10 companies report higher growth for strategic accounts.\*\*



... seven out of 10 companies with a SAM program say gross profit increased for strategic accounts.\*\*\*



... six out of 10 companies say customer satisfaction scores are rising.\*\*\*

\* 2016 Global SRM Research Report, 2016, State of Flux.

\*\* Changes and Predictions Affecting Strategic Account Management, 2016, Strategic Account Management Association and Walker.

\*\*\* Current Trends and Practices in Strategic Account Management, 2014, Strategic Account Management Association and Walker.

### Who should attend?

SAM program directors | Strategic account managers (includes global/national/key, etc.) | Account team members | Field sales supporting key customers |  
Sales & marketing executives | Key functional executives | Senior management (business units & geographies) | Sales support & operations | Sales  
training & development | Human resources | Chief sales officers





# SCHEDULE AT A GLANCE

## Wednesday 8 March 2017

15:30 - 17:30 – Registration/Check-in

17:30 - 19:00 – Conference welcome reception

## Thursday 9 March 2017

07:30 - 08:30 – Registration/Check-in

08:30 - 09:15 – SAMA president and CEO welcome/  
Opening keynote

09:30 - 11:00 – Conference sessions

11:00 - 11:30 – Refreshment break

11:30 - 13:00 – Conference sessions

13:00 - 14:30 – Lunch

14:30 - 15:30 – Conference sessions

15:30 - 16:00 – Refreshment break

16:00 - 17:00 – Conference sessions

17:00 - 18:00 – Free time

18:00 - 19:00 – Networking reception

19:00 - 20:00 – Dinner and SAMA  
Excellence Awards™

## Friday 10 March 2017

07:30 - 08:30 – Registration/Check-in

08:30 - 10:00 – Conference sessions

10:00 - 10:30 – Refreshment break

10:30 - 12:00 – Conference sessions

12:15 - 14:00 – Closing keynote & lunch

14:00 – Conference adjourns



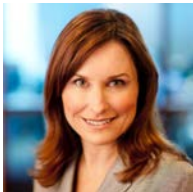
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# KEYNOTE SPEAKERS

Our keynoters this year will share their own companies' enterprise-wide SAM practices from different vantage points in their organizations. Their willingness to shine a light onto their own SAM programs and share their experiences – good and bad – is one of the patented face-to-face benchmarking opportunities for which our conferences have become well known.

Thursday 9 March 2017



**Renae Leary**  
*Vice President of Global  
Enterprise Accounts*  
**Johnson Controls, Inc.**

## Using design thinking to supercharge customer value co-creation

A core principle of customer value co-creation is active participation and engagement of strategic customers in the innovation process. Add design thinking to the co-creation process, and it provides companies with the ability to gather customer data that demonstrates tangible results, optimize solution alignment, develop innovative technology and streamline operational processes. Sounds pretty impressive, doesn't it? Using design thinking as a backdrop, Johnson Controls' Vice President of Global Enterprise Accounts Renae Leary will share the organization's impressive journey to becoming a best-in-class SAM program leading the way in customer co-innovation.

Friday 10 March 2017



**Phillip Lund**  
*Solution Sales Program Director  
for Solutions University*  
**Schneider Electric**

## Talent, transformation and the bottom line

Phillip Lund tells the story of his company's internal transformation that led to dynamic growth, both for Schneider and its strategic accounts. Faced with the need to redeploy 60 percent of its strategic account managers, Schneider seized the rare opportunity to select a pool of talent whose competencies and skillsets were outlined and defined by Schneider's strategic customers themselves. Schneider's SAMs led this impressive transformation, and the business results have been exceptional. Join Lund as he leads attendees on an insider's journey through Schneider's transformation, and find out its key success factors, pitfalls to avoid and the next steps in the transformation of Schneider's strategic accounts program.



**Sessions** presented to you **by practitioners** and consultants from **amazing companies** like:



Register or select sessions at [www.strategicaccounts.org/samapec17](http://www.strategicaccounts.org/samapec17)



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## Conference Track: How to create, monetize and capture value in a changing environment

The value and supply chains of a customer organization extend from procurement to customer users, production, R&D, marketing, management and C-level strategic decision makers, as well as external alliances and extended customer segments. Value creation, monetization and capture is enhanced when the supplier works with all of the contributors, ultimately creating an ecosystem that results in greater revenue growth for all.

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### 1. Quantify and track customer outcomes: Technology tools are changing the game!

*Level: Expert/Next*

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

Presenter: Jerry Alderman, **CEO, Valkre**; Brian Kiep, **COO, Valkre**

Everyone is good at tracking the outcomes (revenue and profits) they get by doing business with their customers. On the other hand, most everyone is poor at quantifying and tracking the outcomes their *customers* get. This very foundational idea of understanding customer metrics – how your products and services impact these metrics compared with alternatives and how your co-creation efforts impact the customer – are key success drivers that are both poorly understood and poorly executed. In this session we will review cases on how leading companies are using technology tools to help them home in and track their impact on customer outcomes.

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### 3. From vendor to trusted advisor: Impact on industrial customer's metrics using a joint scorecard, a ladder for global strategic account management

*Level: Foundational*

*Recommended audience: NAM/SAM/GAM*

Presenter: Diogo do Vale, **Manager, Global Metals Industry, SKF**

The main business challenge for SKF Group is to move from a component vendor to a trusted advisor. The global business program detailed in this session illustrates how the implementation of a set of contractually agreed-upon joint scorecard metrics can be a good tool to climb the corporate relationship ladder up to trusted advisor and, consequently, foster and sustain profitable organic growth.

Using a case study on a global business program SKF set up with a

large, multinational customer, the session will showcase the path SKF is taking to move from a component vendor to a trusted advisor.

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### 4. Value Selling

*Level: Foundational*

*Recommended audience: NAM/SAM/GAM*

Presenter: TBA, **Mercuri International**

This session will help participants understand the power of having a solid process for calculating value and how to use this to demonstrate value to their customers. Attendees will learn the most important milestones in their customer value journey and learn how to present their value calculations in the most impactful way. Attendees will learn how to improve value-selling skills by working in small groups to build a presentation that highlights the benefit of their solution for the customer, prepare for a meeting with customer stakeholders, and finally present the solution as a team.

Attendees will learn how to identify the competitive situation and differentiating factors, demonstrate the added value of a global solution and the ROI, gain an even better understanding of what value means to their customer, increase persuasive power and communication skill, and achieve greater efficiency in value selling and reinforced positioning.

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### 14. Delivering compelling business impact assessments to accelerate customer decision making

*Level: Expert/Next*

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

Presenter: Sugato Deb, **Director, National Instruments**

National Instruments (NI) will share its structured approach – recently featured in *Harvard Business Review* as a leading best-in-class capability – to building business impact assessment capabilities in tight collaboration with its customers. In addition to developing customer-centric (as opposed to vendor-centric) Total Cost of Ownership models, NI benchmarks customers' capabilities against a cross-industry best-in-class capabilities framework to identify areas of improvement with highest ROI and strategic impact. This assessment generates operational KPIs targeted at the executive level and serve as an internal, fact-based and data-driven source of truth to prioritize and select their next step-change improvement initiatives. From NI's perspective, these customer-paid business assessments accelerate the consensus building and decision making at the customer and break the status quo. It also serves as a significant differentiator and dovetails tightly with NI's strategic accounts program

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**“SAMA is the ultimate global resource in the convergence of pragmatic thought leadership.”**

**- A SAMA community member**



## Conference Track: How the C-suite can lead for enduring change

To ensure successful transformation, internally and externally, the C-suite must build a core of believers who can lead the way, create business cases to show how the change works, communicate (over and over) why the transformation is needed and the change can work, and develop the human capabilities of the organization's talent.

### 5. Creating collaborative value: A case study of joint go-to-market with strategic customers

*Level: Intermediate/Advanced*

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

Presenters: James Robertson, *President, The Summit Group*; Kourosh Motalebi, *Sr. Business Leader, Int'l Strategic Business Development & Strategic Innovation Partnership, 3M*; Zine Moufakir, *Manager Sales Talent Development, Corporate Marketing-Sales, 3M*

Once organizations have established SAM programs to sell to their top customers, leading companies are developing collaborative co-creation teams in order to elevate business relevance, impact and differentiation, and to drive mutual value. This serves to maximize each other's capabilities, assets and resources, and to distinguish themselves in the marketplace.

The tight organizational alignment required to gain organizational commitment to joint solution development requires deeper relationships, broader engagement, and advanced selling and account management skills. Each company has its own set of business priorities, challenges and opportunities that must be understood, considered and factored into joint go-to-market strategies. This session will feature a case study on how two leading companies in a highly regulated industry worked through a powerful process of collaboration, alignment, co-creation and ongoing governance.

Attendees will walk away with a compelling roadmap for successful joint solution development and driving collaborative value with strategic customers.

### 6. How Aptean accelerated growth through a transformational account management strategy

*Level: All audiences*

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

Presenter: Charlie Thackston, *President and Co-Founder, Soar Performance Group*; Don Purvis, *Practice Leader, Sales Strategy and Execution, SOAR Performance Group*; Kyle Bowker, *EVP Global Account Management, Aptean*

Most transformations fail not because they are ill-advised but because they happen too slowly for the accelerated pace of change in the market.

Aptean is a \$300-million portfolio company of Vista Equity Group which has grown through the acquisition of multiple mature software applications resulting in a portfolio of more than 30 solutions. The rapid rate of acquisitions, need to retain existing key accounts and desire to grow through effective positioning of the broader portfolio to the existing customer base necessitated the transformation from a company focused on new account acquisition to one focused on account management.

This session will share the secrets for a successful transformation, including how to:

- Align the executive team around an account management strategy
- Rapidly build buy-in from the sales teams for the shift to an account management focus
- Focus on the right accounts and activities to accelerate value for the customer and supplier
- Develop SAM talent capabilities for execution of the strategy

### 15. Transforming customer management models from capital expenditure to operating expenditure

*Level: Expert/Next*

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

Presenter: Patrick Albos, *President for Oil, Gas and New Energies, Schneider Electric*; Bernard Quancard, *President & CEO, SAMA*

Recent years have seen significant changes in the operating environment for oil and gas companies. Schneider Electric anticipated these changes by transforming its customer management model from one focused on capital expenditure (CAPEX) to one based on operating expenditure (OPEX). This led directly to co-creating new and innovative value and solutions with its most strategic customers. But it also created a need for new SAM talent that was better suited to managing these strategic customers by aligning the organization in a manner more conducive to addressing the customers' OPEX pain points and by working within the customer's entire value ecosystem to co-create innovative value and solutions. SAMA President & CEO Bernard Quancard will lead a lively discussion with Patrick Albos, who will share the "how-tos" of leading your customer management organization through a very deep transformation in an ever-changing environment.

### 18. Robot as an account manager: Are your clients ready for it?

*Level: All Audiences*

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

Presenter: Varun Kohli, *Associate Partner, McKinsey & Company*

Today's winning B2B sales organizations are investing heavily in enabling digital assets, using digital channels and deploying digital solutions to out-execute competitors through efficiency and effectiveness. McKinsey asked 1,000+ business purchasers and decision makers across all major B2B industries how they like to buy – where digital matters and where it doesn't. This session will reveal what we have learned for the largest buyers and give you concrete ideas around how your sales teams can create winning key account strategies by meeting customers at the right spots in their journey.



## Conference Track: How the SAM can initiate a transformation internally and externally

The C-suite should empower the strategic account management team, and particularly the SAMs, to lead the transformational change with the organization's most strategic customers. SAMs have the ability to create a journey that anticipates customer needs and expectations, aligns resources to the activities most likely to influence decisions and adapts the organizational structure to foster the ideal environment for customer co-creation and innovation.

### 2. SAM as a foundational pillar for strategic and sustainable growth in a massively changing marketplace

*Level: All audiences*

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

**Presenter:** Cor Dubois, *Vice President, Value-based Sales, Nokia*

Many factors in today's world are constantly changing at a pace never seen before, with fierce competitors challenging the status quo; aggressive disruptors breaking barriers; surprising mergers & acquisitions; digitalization; regionalization and globalization; end consumers looking for best, cheapest and fastest; evolving customer buying journeys; and huge internal expectations from commercial teams. These factors will impact the way corporations view their markets and customers, their growth trajectories, their overall strategy, the routes to market and the commercial approach in particular, with speed-to-market as a hot topic.

How do you as a company, leader, sales professional or entrepreneur align your company, structure your management team and sales forces, and choose which path to generate growth and capture sustainable value for your customers? These are the big questions companies must ask.

Through a proven methodology, supported by real business case examples from various parts of the world, we will demonstrate how a proper SAM approach can become the guiding principle for the "new" salesforce (and its many stakeholders) and can drive a coherent account and engagement strategy toward customers. This interactive session we will provide numerous insights on topics from market segmentation to value propositions, captive messages and convincing engagement tactics.

### 7. Accelerate growth in your strategic accounts with account-based marketing

*Level: All audiences*

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

**Presenter:** Bev Burgess, *Senior Vice President, ITSMA Europe, ITSMA*

Account-based marketing (ABM) delivers a higher ROI than any other marketing approach, helping you deliver a step change in growth across your most important accounts. How? By giving your account managers new, actionable insights into their accounts; by helping them craft targeted, compelling value propositions; and by designing sophisticated marketing campaigns that align with and leverage sales and delivery plans. In your quest to be a partner to your strategic accounts, ABM can help.

This session will explore how you can use ABM to build new relationships, improve your company's reputation and accelerate revenue growth in your accounts. We will explore the following issues: Who is using ABM to accelerate growth in their accounts? What do buyers expect from sales and marketing during complex B2B purchases? When does an ABM approach make sense in your account coverage model? Where does ABM add the most value in the SAM process? Why is alignment between ABM and SAM so critical? And finally, how do you set up your ABM program? Designed for those running SAM programs or for strategic account managers considering how to drive a step change in their most important accounts, this session will draw on buyer research and company case studies to demonstrate how ABM can help you deliver better results.

### 8. Digitalization disrupts the relationship map facing the SAM

*Level: Intermediate/Advanced*

*Recommended audience: Managers of NAM/SAM/GAM; account team members/sales and functional support; SAM program heads, director or other senior management SAM org. role; NAM/SAM/GAM*

**Presenters:** Hajo Rapp, *SVP, Customer Relationship Management, Siemens One*; Volkhard Bregulla, *VP, Manufacturing Industry & IoT, HP*

This session creates a common understanding of why digitalization moves the decision power at the client's organization away from the relationships the SAM has nurtured for years. At the same time, this creates new opportunities with new people and constituencies, thus creating new business opportunities for the SAM to address. The session aims to help you to avoid "riding a dead horse" by enabling SAMs and SAM program heads to change their current paths and embark on a different level of dialogue with a different set of people.

Drawing on personal and professional experiences in the IT and manufacturing industries, the presenters will share methodologies to discover if your organization has experienced a shift in budget and decision-making power with its customers, and how to address these issues with a business-driven value proposition.

The session also will provide advice on a key value-add the SAM can bring to its customers: helping the typical technical or traditional buyer of a client the SAM addresses today to articulate needs better in front of the buyer's internal business people.



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## Conference Track: How to develop the SAM talent capabilities needed to spearhead transformation

It is critical for an organization to identify and develop the human capabilities that directly support and align with the company's business objectives, which can then be leveraged to lead the transformational change. To do this, organizations must embrace the employment lifecycle – from identification and hiring to training and coaching of talent. Subsequently, SAMs will be the levers to drive long-term sustainable growth.

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### 9. The head of the dragon: Transforming negotiation and business development capability from the top

*Level: All audiences*

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

Presenter: Brian Sharp, *Global Vice President of Commercial Management, Sealed Air Corporation*

Fundamentally changing the negotiation and business development capability of a large corporation can be a daunting challenge. How do you inspire an organization with hundreds or perhaps thousands of SAMs to drive a step function improvement? How do you shape-shift the individual and role-level competencies required to succeed in complex, high-stakes, big-bet negotiation and business development scenarios? How do you gain top-down alignment and a track record of “early wins” required to drive and propagate a multiyear transformation from “corporate concept” to street-level institutionalization of leading practices?

The audience will learn about a novel approach to change management in what is perhaps the most sensitive and carefully managed realm of any company: the management of high-stakes negotiations and new business pursuits. The speaker will share his experience driving transformation in ways-of-working, sales and negotiation processes, and tools and techniques by starting and piloting the effort at the largest corporate accounts. The speaker will share his programmatic approach and the mechanics of setting up a viable, sustainable initiative. Ultimately, the speaker will share the pros and cons of starting the transformation in the very largest and most important customer engagements – the head of the dragon, so to speak – as a means of galvanizing corporate leadership to engage and lead the sort of multiyear initiative required to truly transform the negotiation and business development capabilities across a large, complex, global corporation.

### 10. Project Enrich: A case study of a program to enhance the GAM structure and drive growth from existing clients

*Level: Intermediate/Advanced*

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

Presenter: Shân Norman, *VP, Client Services, Crown World Mobility*

At Crown World Mobility we identified we needed to focus on the retention and growth of our existing clients, so we formed Project Enrich to review the current 60+ account managers working for Crown globally. This session will detail the steps we took to review our overall account management program to assess our skill gaps, provide tools for the future and set up a global training program. I will talk through the purpose of the project, the steps that we took, the tools we used and the outcomes so far, along with future steps. The project team drew from different areas of the business, with project managers, regional marketing directors, the vice president of HR, head of Marketing and vice president of client services all involved. Communication – from the Board, which signed off on the project, down to the account managers and their line managers – was a critical piece of the success.

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### 16. Closing the distance

*Level: All Audiences*

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

Presenter: Brian Riddick Key, *Clients Global Program Manager, Arcadis*; Marie Oliver, *Director Academy, Arcadis*

‘Client Intimacy’ is a tangible measurement, the distance between a solution provider and client, and while SAM programs help close this gap through deep relationships, this is not the whole story. How do you help create organizational intimacy around a diverse set of solutions across

clients operating in multiple market sectors?

A market sector dimension to strategic client programs is a highly effective way of creating organizational intimacy in complex companies, closing the distance to wider client needs using well-defined pools of knowledge and insight, cross-sector best practice sharing, and benchmarking techniques – all adding to trust and credibility.

This session will share successful market sector prioritization approaches that will help client program leaders orient teams to be even closer to clients. It will also focus in on how SAMs can utilize market sector insights to stimulate rich ‘what we find’ discussions, adding to credibility as market specialists. Pragmatic advice will be provided on sources of market insight and converting this into valuable client benchmarking information – how clients are doing compared to their peers. Advice will link to actions the strategic account manager can take to rounding out competency and effectiveness.

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### 17. Finding and selecting the right talent for strategic accounts

*Level: All Audiences*

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

Presenter: Dominique Côté, *VP & Global Head Marketing Excellence, UCB Biopharma*; Jim Ford, *Global Head of Client Development, Arcadis*; Renae Leary, *VP of Global Enterprise Accounts, Johnson Controls, Inc.*

This session will discuss the challenges of creating the infrastructure and internal processes to attract and select the right individuals, and examine ways to address these issues. Panelists will also share how the related factors of strength of the SAM brand, involvement of HR and SAM Program management can professionalize the position, and create mainstream appeal and competition for the job, which ultimately enable the search for the right SAM talent.





## Conference Track: How to maximize supplier relationship management and optimize growth

From a procurement perspective, good supplier relationship management (SRM) enables organizations to reduce cost, improve efficiency and drive value without ruining the valuable relationship. The companies that get this right generate higher profits, innovate more effectively and are better able to manage risk. Procurement functions can and should support the organization and should be seen as a strategic issue that requires strategic relationship management. As we look toward the future, the role that procurement plays will only become more critical to the successful transformation of the supplier's and customer's organizations.

### 11. The new era of B2B growth: Moving to analytics-based sales

*Level: Expert/Next*

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

**Presenter:** Jeff Durr, *Partner & Head of B2B Marketplace Practice, Gallup*; David Leonard, *Partner & Advanced Analytics Practice Director, Gallup*

Seventy-one percent of B2B customers are at risk based on Gallup's latest research. One of the primary drivers of this is B2B salespeople and account managers not keeping pace with the changing supplier-customer relationship. Historically, B2B salespeople and account managers were the experts – the individuals with the most specialized knowledge concerning their solutions. However, with the increasing digitalization of data and growth in data science and analytics divisions at organizations, customers are more knowledgeable than ever and are expecting more from their suppliers. B2B companies must transition from their experience-, solution- and relationship-based customer management strategies to insight- and data-based strategies that demonstrate unique business understanding and help pro-actively solve customer questions.

In this session, presenters will discuss Gallup's latest insights and best practices from leading organizations in how they:

- Build insight-based customer management strategies through customer intelligence gathering and advanced analytics
- Set up an effective analytics process, from data curation to data science techniques to insight generation and adoption
- Align sales, account management and analytics functions to optimize insights and customer value
- Generate unique insights through advanced analytics, alternative data and effective customer collaboration.

### 12. Good intentions, wrong instincts: counterintuitive ideas for improving customer conversations across the buying cycle

*Level: Intermediate/Advanced*

*Recommended audience: NAM/SAM/GAM*

**Presenter:** Jim Moliski, *SVP, Sales Enablement and Product Marketing, Corporate Visions, Inc.*; Thierry van Herwijnen, *Director Global Sales Enablement & Sales Operations, Wipro*

Traditional approaches to the customer conversation are holding you back from breakthroughs in your sales interactions. You may have good intentions but actually the wrong instincts because many so-called selling best practices are not proven. In fact, it's often the most counterintuitive skills and techniques that have the greatest potential to create opportunities and drive more business. And now, there's research to prove it.

In this session, the presenter will share fresh, groundbreaking research that challenges conventional selling wisdom and shows you how making simple but powerful changes to your approach can give you the breakthroughs you need to win.

### 13. Building a global account involving top multinationals

*Level: Intermediate/Advanced*

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

**Presenter:** Michael Rabinowitz, *Executive Director, Account Management, MSD*; Patrick Lupo, *Director of Global Accounts, WBA (Walgreens Boots Alliance)*

While there exists strong agreement that today's challenging business environment requires greater external collaboration than ever before,

the path to achieving valued and sustainable business relationships remains elusive given the many external and internal factors that must be addressed. To make such a goal even more complex, many companies currently operate in several countries, often as operating units or subsidiaries. This global or multinational reality demands that account managers elevate their expertise to ensure that this additional complexity does not create further roadblocks but is harnessed to achieve mutually aligned business goals. In this presentation, MSD, a multinational healthcare company with operations in over 100 countries, and Walgreens Boots Alliance (WBA), a leading health and beauty company with more than 350,000 employees across Europe, North America, Latin America and Asia, will share perspectives from their journey. The focus of the presentation will be a three-year snapshot starting in the U.S. and broadening to more than 12 countries around the world.

This session will address:

- Moving from one country to a global relationship
- Building a global team of stakeholders to execute on multiple projects aligned with both companies' priorities and building a sustainable, broad and deep business relationship
- Factoring scale as a value driver.







## **SAMA's Pan-European Conference venue: InterContinental Prague**

Parizska 30, 110 00 Prague, Czech Republic

### **Conference dates:**

9-10 March 2017

### **SAMA room rate:**

€149 per night + tax

After you register for SAMA's Pan-European Conference, you will receive the hotel booking information in your confirmation. Please note: The cutoff for reservations is Monday 13 February 2017.

### **Hotel reservations**

To make hotel reservations, you must be registered to attend the Pan-European Conference. Your registration confirmation letter will contain the necessary information to make your hotel reservations.

### **Hotel cancellation policy:**

- Reservations canceled more than 72 hours prior to arrival will be canceled free of charge.
- Reservations canceled less than 72 hours prior to arrival will be charged 100% of the total reservation value.
- In case of a no show, 100% will be charged.



Register or select sessions at [www.strategicaccounts.org/samapec17](http://www.strategicaccounts.org/samapec17)



## Pricing (subject to change) **PAN-EUROPEAN CONFERENCE – 9-10 MARCH 2017**

Membership Level	Regular Pricing	
	Solo	Team* (5+ attendees)
Corporate	€1,275	€1,235
Individual	€1,385	€1,350
Non-member	€1,515	€1,450

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



**Register at**  
**[strategicaccounts.org/SAMAPEC17](https://strategicaccounts.org/SAMAPEC17)**  
**at your convenience 24/7.**

## IMPORTANT REGISTRATION INFORMATION & POLICIES

### Cancellations

All cancellations must be submitted in writing (email accepted). The refund policy is as follows:

- Through 6 February 2017: Full refunds will be issued.
- 7 February 2017 - 21 February 2017: Full refunds will be issued in the form of a meetings credit.
- Starting 22 February 2017: A registrant will forfeit 50 percent of the registration fee and will be issued a meetings credit\* for the remaining 50 percent.

\*A meetings credit can be applied to any scheduled SAMA event within one year of cancellation date.

### No-Shows

If a paid registrant does not give prior notification of absence for the entirety of a scheduled SAMA event, the individual will forfeit 100 percent of the fees paid.

### Substitutions

Substitutions are allowed any time prior to the Friday (3 March 2017) before the commencement of SAMA's Pan-European Conference. Additional fees may apply.

All cancellation and substitution requests must be submitted in writing (email accepted) to Erin Pallesen at [registration@strategicaccounts.org](mailto:registration@strategicaccounts.org).

### Confirmation of your registration

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

### Payment

Payment in full is required in order to process registrations. We welcome payments in the form of American Express, Visa, MasterCard and wire transfer. Please contact SAMA at [registration@strategicaccounts.org](mailto:registration@strategicaccounts.org) for the most current wire transfer information.



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