STRATEGIC CUSTOMER MANAGEMENT

Release Your Potential for Profitable Growth

SAMA 48th Annual Conference | May 6-9, 2012
Sheraton Hotel & Marina Harbor Island | San Diego, CA
This is a partial list of the companies represented at past Annual Conferences. Are your suppliers, customers and competitors here? Then you should be too.
Hello to all,

In today’s economy, organic growth is top of the CEO agenda. At SAMA, we are convinced that strategic customer management is the force for profitable growth.

At our 2012 global Annual Conference, we will focus on answering the following question: Do you know where the greatest opportunities of profitable growth are within your strategic customer segment?

• Are they new services, solutions, or business value model innovations?
• Is it the globalization of the SAM organization?
• Is it organizing by industry verticals?
• Is it managing the strategic customers' ecosystem differently from the past?

For each of the growth avenues presented and discussed, this conference will define different vectors of growth, identify the major challenges and obstacles, and discuss the opportunities to be seized and strategies to be adopted in strategic customer management.

More than ever before, we at SAMA have selected business cases, practitioners and roundtable discussions with the best experts from the consulting and academic worlds, to provide the “what, so what, now what?” in strategic customer management, giving you the sustainable competitive advantage to enjoy high end profitable organic growth.

See you in San Diego,

Bernard Quancard
President and CEO
Strategic Account Management Association
Tuesday, May 8, 2012
7:00am–7:00pm Registration/Marketplace & Member Services
7:00–8:00am Breakfast
8:00–9:00am Keynote Address:
Meeting Wall Street Expectations: Balancing Short-Term Pressures and Long-Term Strategic Relationships
by Michael Ahearne, Executive Director, Sales Excellence Institute; C.T. Bauer Professor of Marketing, University of Houston
9:30–11:00am Breakout Sessions
11:30am–1:00pm Breakout Sessions
1:00– 2:00pm Networking Lunch
2:00–3:30pm Breakout Sessions
3:30–5:00pm Track Socials
5:00–6:00pm Free Time
6:00–7:00pm Networking Reception
7:00–10:00pm Dinner & Entertainment

Wednesday, May 9, 2012
7:00am–1:00pm Registration/Marketplace & Member Services
7:30–9:00am Networking Breakfast
9:00–10:30am Breakout Sessions
11:00am–12:30pm Breakout Sessions
12:30pm Conference Adjourns

Register online at www.strategicaccounts.org/AC2012
Monday, May 7  8:30-9:30am

Steven Sonnenberg  
Executive Vice President, Emerson Process Management

Strategic Customer Management – Becoming a Trusted Partner through Listening and Solving

Emerson is known for its rigorous planning process and disciplined execution of strategies, spanning technology innovation, globalization, emerging markets, solutions, service, sales channels, industry verticals, and acquisitions. The planning process and the resulting strategies are central to the company’s profitable growth and financial performance. Steve Sonnenberg, Executive Vice President of Emerson Process Management, will share insights on Emerson’s planning and strategic focus, including the company’s highly successful Global Strategic Accounts Management Program. He will describe how this program has evolved and matured, share lessons learned, and discuss results of the program for Emerson and its customers. The presentation will highlight how a strategic accounts program that is focused on addressing real customer challenges and delivering measurable business value results in a new supplier/customer relationship – a trusted partner.

Steve Sonnenberg leads Emerson’s process management business which posted sales of $6.0 billion in fiscal 2010. He was appointed as Emerson executive vice president and the business leader of Emerson Process Management in October 2008. Since joining Emerson in 1979, he assumed a number of marketing and general management positions in Germany, London, and Asia Pacific. In 2000, Sonnenberg was appointed president of Emerson Process Management Asia Pacific, and in 2002 he was appointed president of Emerson’s Rosemount division. During his tenure, he has also been responsible for several Emerson acquisitions including: Rosemount TankRadar (formerly Saab Marine), Mobrey, Damcos, and Metran. Emerson Process Management helps process industries better manage plants through intelligent control systems and software, measurement instruments, valves, and industry expertise.

Tuesday, May 8  8:00-9:00am

Michael Ahearne  
Executive Director, Sales Excellence Institute  
C.T. Bauer Professor of Marketing, University of Houston

Meeting Wall Street Expectations: Balancing Short-Term Pressures and Long-Term Strategic Relationships

Meeting Wall Street expectations is critical for the success of public companies. In order to meet expectations each and every quarter, companies develop practices to smooth their reported earnings. Since a handful of customers account for the majority of revenue in many corporations, strategic/key account managers play a critical role in this process. Based on research conducted with Professor Tom Steenburgh (Harvard Business School) and Professor Craig Chapman (Northwestern), this presentation will cover the negative as well as positive consequences of these practices, including:

- The central role that SAMs/KAMs play in helping companies regularly fulfill Wall St. expectations
- The effects of Wall Street expectations on the relationship between SAMs/KAMs and their customers, and how short-term targets can damage long-term relationships
- Conflict between finance and sales at the close of financial reporting periods

Michael Ahearne (Ph.D., Indiana University) is the C.T. Bauer Chaired Professor in Marketing and Executive Director of the Sales Excellence Institute at the University of Houston. Professor Ahearne has written over forty articles and is a co-author on the leading professional selling textbook, Selling Today: Partnering to Create Value, which has been translated into numerous languages and is currently used to teach professional selling in over fifty countries. His research has been profiled in Fortune, Business 2.0, Business Investors Daily, INC Magazine and many other news outlets. Before entering academia he played professional baseball for the Montreal Expos Organization and worked in market research for Eli Lilly and PCS Healthcare. Professor Ahearne is a frequent speaker on the topic of sales force effectiveness.
Selecting Your Sessions

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

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

Sessons 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.

SAM Program Design, Structure & Management

*New and Developing Programs* 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.

*Established Programs* 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.

Executive Strategy & Decision-Making

*Executive* 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.

Selecting Your Sessions

S1  Information Session on SAMA’s Certification Program for the CSAM (Certified Strategic Account Manager)

*Sunday, May 6  |  1:00-2:30pm*

For individuals and companies interested in developing the foundational skills and competencies of a strategic, key or global account manager, this session will provide an overview of SAMA’s new certification program, covering the SAM competency model, self and manager assessment, integrated curriculum and the steps to certification.

Join SAMA’s Certification Team to learn about the new CSAM program including:
- Program framework
- Registration requirements
- Information about the assessment tool
- Certification and assessment for corporate member teams
- Blended learning online components
- Components for the managers of SAMs

S2  Developing a Robust Framework for Customer Value

*Sunday, May 6  |  3:00-5:00pm*

Firms charge their strategic account managers (SAMs) with delivering value to customers. But there is a lack of comprehensive approaches to customer value to guide the SAMs. This session explores various aspects of value that can help SAMs better define, capture, and communicate value; and achieve their business objectives.

**Key topics:**
- Who are the SAM’s customers?
- What types of value do these customers require?
- What role does psychological value play in satisfying customer needs?
- How should SAMs approach defining, capturing and communicating economic value?
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<td>TrackMeet F1 Walking in the Shoes of a Strategic Account Manager</td>
<td>TrackMeet A1 The Customer View of Value in Supplier Relationships</td>
<td>TrackMeet P1-1 Transforming the Sales Force - Anticipating the Journey (IBM, Mold-Masters, Catalent Pharma Solutions)</td>
<td>TrackMeet P1-2 The Art &amp; Science of Strategic Account Selection (Assurant Solutions, John Deere Financial)</td>
<td>TrackMeet P2-1 Supply Chain Collaboration: the Catalyst for Strategic Customer Management</td>
<td>TrackMeet E1 Aligning Strategies to Executive-Level Customer Programs (Amerisource Bergen, Lawson, Standard Register)</td>
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<td>1:00-2:30pm</td>
<td>TrackMeet F2 Influencing Internal &amp; External Stakeholders to Drive Alignment &amp; Sales Optimization</td>
<td>TrackMeet A2 Leading a High-Performing Global Customer Team</td>
<td>TrackMeet P1-3 Transformation, Innovation &amp; Elevation with Strategic Accounts (Hilton Worldwide)</td>
<td>TrackMeet P2-2 Sustainability in Key Account Management (Siemens)</td>
<td>TrackMeet E2 How to Determine the Real Value of Strategic Accounts (ABB, IBM, SAS Institute)</td>
<td>TrackMeet E3 Beyond the M&amp;A Chaos: Beating the Odds to Capture Growth Synergy (Nalco)</td>
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<td>3:00-4:30pm</td>
<td>TrackMeet F3 Why Customers Want a Strategic Account Manager &amp; Not a Strategic Account Salesperson</td>
<td>TrackMeet A3 Mutual Business Planning for Customer Value Creation</td>
<td>TrackMeet P1-4 Linking Your SAM &amp; Negotiation Approach to Maximize Value (Baxter)</td>
<td>TrackMeet P2-3 Creating an Executive Sponsorship Program that Builds Deep Customer Relationships &amp; Creates Internal Buy-In (ADT)</td>
<td>TrackMeet E4 Developing an Executive Sales &amp; Marketing Strategy (IBM, Dell, HP)</td>
<td>TrackMeet E5 Building a Strategic Account Management Program (Premier Financial Group)</td>
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<td>12:00pm-3:00pm</td>
<td>TrackMeet F4 Developing &amp; Delivering Relevant Value Propositions</td>
<td>TrackMeet A4 Building C-Suite Influence</td>
<td>TrackMeet P1-5 Identifying and Leveraging the Next Generation Strategic Account Manager Mindset (DHL, Siemens, Xerox)</td>
<td>TrackMeet P2-6 Effectively Linking Your Services &amp; Strategic Account Management Strategies (Arizona State University, DuPont, Xerox)</td>
<td>TrackMeet E6 Designing and Executing a Strategic Account Management Program (IBM, HP, Oracle)</td>
<td>TrackMeet E7 Building a Strategic Account Management Program (Premier Financial Group)</td>
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<td>3:00-4:30pm</td>
<td>TrackMeet F5 Meeting the Challenges of Account Plan Execution</td>
<td>TrackMeet A5 Strengthening Your Team’s Ability to Think Strategically</td>
<td>TrackMeet P1-6 The Strategy of Building &amp; Sustaining a SAM Program in a Professional Services Firm (HOK Architects)</td>
<td>TrackMeet P2-9 Global Excellence in a Decentralized Professional Services Organization (Deloitte)</td>
<td>TrackMeet E8 Aligning Strategies to Executive-Level Customer Programs (Amerisource Bergen, Lawson, Standard Register)</td>
<td>TrackMeet E9 Developing an Executive Sales &amp; Marketing Strategy (IBM, Dell, HP)</td>
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<td>10:00am-12:00pm</td>
<td>TrackMeet F6 Using The Power of Nice for Effective Conflict Resolution</td>
<td>TrackMeet A6 Understanding Customer Relationship Value Scorecards</td>
<td>TrackMeet P1-7 The Strategy of Building &amp; Sustaining a SAM Program in a Professional Services Firm (HOK Architects)</td>
<td>TrackMeet P2-10 Aligning Strategies to Executive-Level Customer Programs (Amerisource Bergen, Lawson, Standard Register)</td>
<td>TrackMeet E10 Aligning Strategies to Executive-Level Customer Programs (Amerisource Bergen, Lawson, Standard Register)</td>
<td>TrackMeet E11 Developing an Executive Sales &amp; Marketing Strategy (IBM, Dell, HP)</td>
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**Track Meets**

Kick off your Conference experience with a room full of your peers. These special sessions will focus on the topics crucial to each track of our Focus Areas. Led by subject matter experts and practitioners, you will have the opportunity to work in teams to break down, discuss and hurdle some of the relevant challenges of the day. With table discussions and group feedback, these sessions are designed to energize, challenge and focus your mind for the Conference week ahead.
### Tuesday  May 8th, 2012

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<th>9:30-11:00am</th>
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<td><strong>F9</strong> Winning Access to the CxOs</td>
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<td><strong>F11</strong> Using Presentations to Create Differentiation in a Procurement/RFP Environment</td>
<td><strong>F12</strong> Selecting &amp; Executing a Competitive Account Strategy for Expanding Wallet-Share</td>
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<td><strong>F13</strong> Becoming More Strategic through Innovation with Your Customers</td>
<td><strong>F5</strong> Meeting the Challenges of Account Plan Execution</td>
<td><strong>F6</strong> Building a Metrics-Based SAM Dashboard</td>
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<td><strong>A5</strong> Strengthening Your Team’s Ability to Think Strategically</td>
<td><strong>A6</strong> Understanding Customer Relationship Value Scorecards</td>
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<td><strong>F9</strong> Winning Access to the CxOs</td>
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<td><strong>P1-7</strong> Leveraging Industry Vertical Focus into a SAM Organization for Accelerated Account Development (Belden)</td>
<td><strong>P1-8</strong> Maximizing Your SAM Program in a Matrix Organization (IHG)</td>
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<td><strong>A10</strong> Best Practices in Preparing &amp; Negotiating Solutions in a Commodity Market</td>
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<td><strong>P2-5</strong> Enterprise Capabilities to Increase Firm Performance via Pricing</td>
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<td><strong>A12</strong> Managing &amp; Selling to a Government Strategic Account</td>
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<td><strong>P2-4</strong> Driving Exponential Growth through Strategic Alliances (VMware)</td>
<td><strong>E4</strong> Delivering Exceptional Customer Value through Integrated Customer Engagement - An Emerson Process Management Case Study</td>
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<td><strong>T5</strong> Vivisimo CXO</td>
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<td><strong>F9</strong> Winning Access to the CxOs</td>
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#### 3:30-5:00pm Track Socials

Hosted by SAMA track presenters, this is your chance to circle back and check in with the peers and presenters of your track classes. No presentations, just an open house! Ask questions, mix, mingle, network, reconnect, share your “A-Ha!” moments from the Conference – anything goes. Refreshments will be served.
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<td>9:00-10:30am</td>
<td>F6 Building a Metrics-Based SAM Dashboard</td>
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<td>A7 Social Selling Presence: Tips to Manage Your Personal &amp; Brand Reputation Online (IBM)</td>
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<td>E7 Operationalizing Your Demand Creation Sales Engine</td>
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<td>F7 Account Management Strategies for Creating Competitive Immunity</td>
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<td>A8 Bridging the Cultural Divide for Business Success (Schneider Electric)</td>
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<td>P1-4 Linking Your SAM &amp; Negotiation Approach to Maximize Value (Baxter)</td>
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<td>P2-8 How to Grow Your Business by Understanding &amp; Improving Your Differential Value Proposition (DVP™)</td>
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<td>11:00am-12:30pm</td>
<td>F8 7 Laws for Strategic Account Negotiation Success (Kimberly Clark HC)</td>
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<td>A9 How You Can Build Customer Focus within Your Company (NetApp)</td>
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<td>F12 Selecting &amp; Executing a Competitive Account Strategy for Expanding Wallet-Share</td>
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<td>A11 Achieve Internal &amp; External Objectives in Close Partnership with Your Executive Sponsor (Schneider Electric)</td>
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**SAM Tools Lab**

Experience SAM-specific technology and systems to increase the effectiveness of your process. Join thought leaders as they demonstrate some of the tools and products that can improve your program.

*Thank you to our Conference sponsors!*
What is it like to walk in the shoes of an experienced strategic account manager? Given the expectations placed on the role of a SAM, one would think a great strategic, key or global account manager must be able to walk on water! However, this panel of seasoned SAMs knows that their feet are firmly on the ground, and that their successes are due not only to the skills and personal attributes they possess, but also to what they continually learn on the job. Join this exchange that their successes are due not only to the skills and personal attributes they possess, but also to what they continually learn on the job. Join this exchange that their successes are due not only to the skills and personal attributes they possess, but also to what they continually learn on the job.

Key topics:
- Individual background and career path
- Scope of role, account responsibilities and KPIs
- Personal attributes and qualities
- Working with internal stakeholders and teams
- Corporate support enablers and inhibitors
- Successes and frustrations

TrackMeet
F1 Walking in the Shoes of a Strategic Account Manager
Monday, May 7 | 10:00am-12:00pm

Moderators:
- LaVon Koerner, President and Chief Revenue Officer, Revenue Storm
- David Murdock, Revenue Strategist, Revenue Storm

Panelists: Dennis Raffa, National Account Sales Manager, CHEP; Keith Hymel, Senior Global Account Director, Hilton Worldwide; Karen C. Teitelbaum, Executive Vice President/Chief Operating Officer, Sinai Health System; Chris Morrison, Global SAM, Nalco

F2 Influencing Internal and External Stakeholders to Drive Alignment and Sales Optimization
Monday, May 7 | 10:00am-12:00pm

Influencing skills are vital whether trying to convince a team member to take on a difficult assignment, trying to turn a prospect into a client, or overcoming a challenge of unmet expectations. When facing these situations under pressure, most SAMs revert to a very logical approach and try to explain why the other person should do the requested action. While sometimes that approach is successful, it often fails because the influencer has not taken into account the full spectrum of tools needed to effectively influence. In this hands-on interactive session, Jeff Cochran will help participants overcome these challenges by teaching them a four-step process based on Aristotle’s model for influencing, as well as an array of 16 influencing techniques that can be used based on the situation.

Key topics:
- The importance of influencing separate from the “sales function”
- How sales can be optimized through influencing and persuasion
- Using influencing skills internally to achieve buy-in
- A systematic approach for influencing

F3 Why Customers Want a Strategic Account Manager and Not a Strategic Account Salesperson
Monday, May 7 | 1:00-2:30pm and Tuesday, May 8 | 2:00-3:30pm

Howard Stevens, CEO, The Chally Group

F4 Developing and Delivering Relevant Value Propositions
Monday, May 7 | 1:00-2:30pm and Wednesday, May 9 | 11:00am-12:30pm

Phil Styrlund, CEO, The Summit Group

F5 Meeting the Challenges of Account Plan Execution
Monday, May 7 | 1:00-2:30pm and Tuesday, May 8 | 2:00-3:30pm

Elizabeth Strong, Partner, Performance Methods, Inc.
F6 Building a Metrics-Based SAM Dashboard
Tuesday, May 8 | 2:00-3:30pm and Wednesday, May 9 | 9:00-10:30am

Dennis Chapman
President, The Chapman Group

F7 Account Management Strategies for Creating Competitive Immunity
Monday, May 7 | 3:00-4:30pm and Wednesday, May 9 | 9:00-10:30am

Dan Kosch
Co-President, IMPAX
Mark Shonka
Co-President, IMPAX

F8 7 Laws for Strategic Account Negotiation Success (Kimberly Clark HC)
Monday, May 7 | 3:00-4:30pm and Wednesday, May 9 | 9:00-10:30am

Ron Hubsher
CEO, Sales Optimization Group
Lea J. Tilley
Director, Global Performance, Kimberly-Clark Health Care

F9 Winning Access to the CxOs
Tuesday, May 8 | 9:30-11:00am and Tuesday, May 8 | 2:00-3:30pm

James Melillo
Chairman, Executive Conversation

F10 Using The Power of Nice for Effective Conflict Resolution
Monday, May 7 | 3:00-4:30pm and Tuesday, May 8 | 9:30-11:00am

Jeff Cochran
Principal, Shapiro Negotiations Institute

F11 Using Presentations to Create Differentiation in a Procurement/RFP Environment
Tuesday, May 8 | 9:30-11:00am

Dan Kosch
Co-President, IMPAX
Mark Shonka
Co-President, IMPAX

F12 Selecting and Executing a Competitive Account Strategy for Expanding Wallet-Share
Tuesday, May 8 | 11:30am-1:00pm and Wednesday, May 9 | 11:00am-12:30pm

LaVon Koerner
President and Chief Revenue Officer, Revenue Storm
David Murdock
Revenue Strategist, Revenue Storm

F13 Becoming More Strategic through Innovation with Your Customers
Tuesday, May 8 | 11:30am-1:00pm and Wednesday, May 9 | 11:00am-12:30pm

Steve Andersen
President, Performance Methods, Inc.

Essentials of SAM: Advanced
Recommended for:
- Intermediate to advanced level SAMs/GAMs with several years’ experience managing strategic customers
- Managers with SAM/GAM direct reports and executives seeking to raise the level of SAM competencies

TrackMeet
A1 The Customer View of Value in Supplier Relationships
Monday, May 7 | 10:00am-12:00pm

Jonathan Hughes
Partner, Vantage Partners
Panelists: Karen Teitelbaum; Cathy Kutch, Director of Supplier Relations and Diversity, Kellogg Company; Paul Mancinelli, Purchasing Manager, H.B. Fuller

This session will explore the maturing discipline of supplier relationship management and evolving customer priorities and strategies for supplier engagement. Jonathan Hughes, Sourcing & Supplier Management Practice Leader at Vantage Partners, will facilitate a lively discussion with a panel of senior sourcing and procurement executives, with lots of opportunities for audience questions and participation.

Key topics:
- The growing importance of customer-supplier collaboration
- Key barriers, at both customers and suppliers, to more strategic and collaborative engagement
- Balancing short-term cost pressures with strategic opportunities
- Managing competitive and collaborative dynamics between customers and suppliers
- The evolving role of Procurement, and what it means for suppliers
A2  Leading a High-Performing Global Customer Team
Monday, May 7 | 10:00am-12:00pm

What does superlative performance by a global customer team look like? What does exceptional team leadership look like, and what does it take for a globally dispersed customer team to achieve and maintain a high level of performance? These and other questions will be put to a mixed panel of experienced global customer managers and subject experts in this interactive session.

Key topics:
• Team leader essentials
• Collaboration for customer solution development
• Virtual team communications
• Multi-level customer relationships
• Leveraging industry strategy and knowledge
• Ensuring local implementation and global coordination
• Team goals and KPIs

A3  Mutual Business Planning for Customer Value Creation
Monday, May 7 | 1:00-2:30pm and Tuesday, May 8 | 11:30am-1:00pm

A4  Building C-Suite Influence
Monday, May 7 | 1:00-2:30pm and Tuesday, May 8 | 11:30am-1:00pm

A5  Strengthening Your Team’s Ability to Think Strategically
Monday, May 7 | 3:00-4:30pm and Tuesday, May 8 | 9:30-11:00am

A6  Understanding Customer Relationship Value Scorecards
Monday, May 7 | 3:00-4:30pm and Tuesday, May 8 | 9:30-11:00am

A7  Social Selling Presence: Tips to Manage Your Personal and Brand Reputation Online (IBM)
Monday, May 7 | 3:00-4:30pm and Wednesday, May 9 | 9:00-10:30am

A8  Bridging the Cultural Divide for Business Success (Schneider Electric)
Monday, May 7 | 1:00-2:30pm and Wednesday, May 9 | 9:00-10:30am

A9  How You Can Build Customer Focus within Your Company (NetApp)
Tuesday, May 8 | 2:00-3:30pm and Wednesday, May 9 | 9:00-10:30am

A10 Best Practices in Preparing and Negotiating Solutions in a Commodity Market
Tuesday, May 8 | 2:00-3:30pm and Wednesday, May 9 | 11:00am-12:30pm
Continuous improvement is a hallmark of world-class sales organizations. However, incremental improvement is sometimes not enough. As markets and buyers change, a more transformational change in sales strategy and capability building can be required. Discuss factors that drive a transformational approach, strategy and implementation design approaches, issues to anticipate, and change management.

Key topics:
- Establish a business case for transformational change
- Design an effective transformation roadmap that comprehensively addresses the critical strategy and implementation elements and their interdependencies
- Incorporate leading practices into the ways in which you design strategy and optimize implementation, including the interdependencies between key account teams and other parts of the sales force and organization
- Achieve required organizational change

**TrackMeet**

**P1-2 The Art and Science of Strategic Account Selection**
*(Assurant Solutions, John Deere Financial)*

*Monday, May 7 | 10:00am-12:00pm*

Panelists: Jim Heseman, Senior Vice President of Sales, John Deere Financial; Allen Tuthill, Senior Vice President, Global Sales and Marketing, Assurant Solutions

One of the most critical elements of an effective strategic accounts program is selecting accounts that are authentic, impactful and truly strategic. This session will focus on not only the ‘art’ of selection and de-selection, but the ‘science’ of selection and prioritization. Revenue generation, relationship development, mutual value creation and willingness to partner are just a few of the critical criteria required. See new tools demonstrated, participate in a learning exercise and have open dialog with the panel of successful SAM program practitioners.

Key topics:
- Criteria of selection options
- Metrics to drive effectiveness
- Determining ‘authentic’ relationships and willingness to partner
- Precision selection tools and prioritization techniques
- Objectivity and re-validation

**TrackMeet**

**P1-3 Transformation, Innovation and Elevation with Strategic Accounts (Hilton Worldwide)**

*Monday, May 7 | 1:00-2:30pm and Wednesday, May 9 | 9:00-10:30am*

Panelists: Denise Freier, Director, Organizational Change Executive, Sales Force Automation, IBM; Douglas Hugo, Vice-President Sales & Service Americas & Former Transformation Project Leader, Mold-Masters; Jeremie Trochu, GM Sales Resource Optimization & Former Transformation Project Leader, GE Healthcare

**SAM Program Design, Structure & Management – Core Enablers**

Recommended for:
- SAM, sales, marketing and sponsor executives engaged in planning, launching or improving a new strategic accounts program/initiative
- Managers with SAM direct reports and other SAM program support professionals
- SAMs seeking an understanding of the overall context and shift to a customer-centric culture
**P1-4** Linking Your SAM and Negotiation Approach to Maximize Value (Baxter)

Monday, May 7 | 1:00-2:30pm and Wednesday, May 9 | 9:00-10:30am

*Joseph P. Coffey*
Vice President, Sales, Baxter

*Jill Cady*
Vice President, Strategic Accounts, IHG

*Brian A. King*
Principal, King Consulting

**P1-5** Identifying and Leveraging the Next Generation Strategic Account Manager Mindset (DHL, Siemens, Xerox)

Monday, May 7 | 3:00-4:30pm and Tuesday, May 8 | 2:00-3:30pm

*Phil Stylund*
CEO, The Summit Group

Panelists: Cam Hyde, Corporate VP, SVP Global Account Operations, Xerox; ; Al Kamczyc, Corporate Account Manager, Siemens, Tim Harford, SVP Global Head Technology GCS, DHL; Al Kamczyc, Corporate Account Manager, Siemens

**P1-6** The Strategy of Building & Sustaining a SAM Program in a Professional Services Firm (HOK Architects)

Monday, May 7 | 3:00-4:30pm

*Brett Shwery*
Senior Vice President, HOK Architects

*Sandra Paret*
Senior Vice President, HOK Architects

**P1-7** Leveraging Industry Vertical Focus into a SAM Organization for Accelerated Account Development (Belden)

Tuesday, May 8 | 9:30-11:00am and Wednesday, May 9 | 11:00am-12:30pm

*Chris Williams*
Vice President, Global Account Sales, Belden

*Brian Lieser*
Vice President, Global Marketing, Belden

**P1-8** Maximizing Your SAM Program in a Matrix Organization (IHG)

Tuesday, May 8 | 9:30-11:00am and Wednesday, May 9 | 11:00am-12:30pm

*Jill Cady*
Vice President, Strategic Accounts, IHG

*Brian A. King*
Principal, King Consulting

**P1-9** Creating a Roadmap for a New Strategic/Global Accounts Program – a Holistic View of All Important Elements (Avaya)

Tuesday, May 8 | 11:30am-1:00pm and 2:00-3:30pm

*Mario Rieth*
Head of Global Account Office, Avaya

**P1-10** Executing Customer Insights into Action (CHEP)

Tuesday, May 8 | 11:30am-1:00pm

*Bill Duff*
Vice President of Customer Operations, CHEP

**SAM Program Design, Structure & Management – Next Level Practices**

Recommended for:
- SAM, sales, marketing and sponsor executives engaged in taking an existing SAM program or initiative to the next level
- Executives seeking to benchmark other established strategic/global account organizations

**TrackMeet**

**P2-1** Supply Chain Collaboration: the Catalyst for Strategic Customer Management

Monday, May 7 | 10:00am-12:00pm

*Reuben Slone*
EVP, Supply Chain and General Manager, Services, OfficeMax

Panelists: Tammy Herr, Director of Partner Sales, HP; Jeff Holley, Account Operations Manager, HP; Roger W. Peterson Jr., Senior Vice President Facility Services Business & Industry Group, Aramark; Robert A. Warren, EVP & Chief Operating Officer, Boise, Inc.; Terry Esper, Ph.D. Associate Professor of Logistics Department of Marketing & Supply Chain Management, University of Tennessee

In most B2B customer/supplier relationships, there are two relationships: a sales relationship between the “buyers” at the customer and the “sellers” at the supplier; and, an operational relationship between the “receivers/users” at the customer and the “producers/deliverers” at the supplier. Often, the operational relationship is subordinated to the sales relationship. Through supply chain collaboration, both the sales and operational relationships can be brought together equally as the catalyst for strategic customer management.

In this session, a shared economic system of customers and suppliers are
brought together on a panel along with an academic expert on supply chain collaboration.

**Key topics:**
- Why is supply chain collaboration a value lever for customer-supplier relationships?
- What does successful supply chain collaboration look like?
- What are the necessary elements to achieve this collaboration? Is there a protocol for the supplier to follow?
- Who are the key stakeholders of the supplier and customer organizations that own the sales and operational relationships as defined above?
- What is the role of the strategic account manager in supply chain collaboration?
- How can supply chain collaboration lead to value co-creation and innovation?

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**P2-2  Sustainability in Key Account Management (Siemens)**

Monday, May 7 | 1:00-2:30pm and Wednesday, May 9 | 11:00am-12:30pm

Al Kamczyc  
Corporate Account Manager, Siemens  
Hajo Rapp  
SVP Account Management & Market Development, Siemens AG

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**P2-3  Creating an Executive Sponsorship Program that Builds Deep Customer Relationships and Creates Internal Buy-In (ADT)**

Monday, May 7 | 1:00-2:30pm and Wednesday, May 9 | 11:00am-12:30pm

Renae Leary  
Senior Director Global Accounts, Tyco International

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**P2-4  Driving Exponential Growth through Strategic Alliances (VMware)**

Tuesday, May 8 | 9:30-11:00am and Tuesday, May 8 | 2:00-3:30pm

Scott Masson  
Senior Director, Global Strategic Alliances, VMware  
Karen Posey  
Senior Consultant, Geehan Group

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**P2-5  Enterprise Capabilities for an Integrated Solutions Business**

Tuesday, May 8 | 2:00-3:30pm

Kaj Storbacka  
Founder and Chairman, Vectia Institute, Ltd.

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**P2-6  Effectively Linking Your Services and Strategic Account Management Strategies (Arizona State University, DuPont, Xerox)**

Monday, May 7 | 3:00-4:30pm and Wednesday, May 9 | 9:00-10:30am

Mike Byrnes  
Managing Partner, The INSIGHT Group

Panelists: Mike Steinhardt, Vice President & General Manager Financial Services Sector, Xerox; Federico Merlo, Global Sales Manager, DuPont Sustainable Solutions; Stephen Brown, Emeritus Professor and Edward M. Carson Chair in Services Marketing W.P. Carey School of Business, Arizona State University

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**P2-7  The Creative Quotient: Adding Innovation to Strategic Account Channel Management (Intuit)**

Tuesday, May 8 | 11:30am-1:00pm

Paul Johnson  
VP of Sales and Marketing, Intuit  
Mark Donnolo  
Managing Partner, SalesGlobe

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**P2-8  How to Grow Your Business by Understanding and Improving Your Differential Value Proposition (DVP™) (GE)**

Wednesday, May 9 | 9:00-10:30am

Jerry Alderman  
CEO, Valkre  
Fritz O’Connor  
Director Marketing Strategy, GE and

Jeff Navach  
Vice President, Services Valkre Solutions, Inc.

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**P2-9  Global Excellence in a Decentralized Professional Services Organization (Deloitte)**

Monday, May 7 | 3:00-4:30pm

Jen Miller  
Director, Global Clients & Industries, Deloitte Touche Tohmatsu Limited (Deloitte)  
Stephen D. Smith  
Associate Director, Global Clients & Industries, Deloitte Touche Tohmatsu Limited (Deloitte)

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**P2-10  The SAM as Orchestrator of the B2B Co-Creation Process**

Tuesday, May 8 | 11:30am-1:00pm

Francis Gouillart  
Co-Founder & President, Experience Co-Creation Partnership
Executive Strategy & Decision-Making
Recommended for:
• Senior and C-level executives governing overall SAM strategy and/or operations
• Senior-level SAMs in key decision-making roles or on an executive career path

TrackMeet

E1 Aligning Strategies to Executive-Level Customer Programs (Amerisource Bergen, Infor, Standard Register)
Monday, May 7 | 10:00am-12:00pm

Panelists: Chuck Ball, Senior Vice President of Sales & Marketing AmerisourceBergen; Brad Cates, President, Standard Register Healthcare; and, Peter Quinn, Chief Customer Officer, Infor

If your company is like most organizations, you have customer programs that provide insight. The real opportunity for a company with ambitions of high growth is to focus on the types of insight you are receiving and what you should be doing with it. This session will explore best practices and lessons learned in aligning company strategies to executive level customer programs.

Key topics:
• How can you gain strategic insight in a single meeting to stay one step ahead of the competition?
• How do you build internal executive alignment so that everyone is focused on the “right stack of mail” for growth vs. the latest “shiny ball”?
• How can your customers provide recommended acquisition strategies and save you millions?

E2 How to Determine the Real Value of Strategic Accounts (ABB, IBM, SAS Institute)
Monday, May 7 | 1:00-2:30pm

Panelists: Cindy Keck, Vice President Strategic Accounts North America, ABB; Rosemary Heneghan, Director, International Sales & Operations, WW, IBM

E3 Beyond the M&A Chaos: Beating the Odds to Capture Growth Synergy (Nalco)
Monday, May 7 | 3:00-4:30pm

Panelists: James Ford, Vice President of Strategic Accounts, Nalco; Aliza Marks, Consultant, Deloitte, Inc.

E4 Delivering Exceptional Customer Value through Integrated Customer Engagement – An Emerson Process Management Case Study
Tuesday, May 8 | 9:30-11:00am

E5 Leadership Imperatives for Higher Organic Growth Through Your Strategic Accounts Organization
Tuesday, May 8 | 11:30am-1:00pm

E6 Building SAM Capabilities to Increase Firm Performance via Pricing
Tuesday, May 8 | 2:00-3:30pm

E7 Operationalizing Your Demand Creation Sales Engine
Wednesday, May 9 | 9:00-10:30am

E8 “Big Data” Application for B2B Sales and Customer Management
Wednesday, May 9 | 11:00am-12:30pm
The Sheraton San Diego Hotel & Marina is located on the water’s edge, offering views of the beautiful San Diego skyline, bay & private marina. Along with fine restaurants and lounges, the hotel offers a basketball court, tennis courts, spa, a water sports provider, health club, two adult size pools, one children’s pool, jogging trails and bicycle rentals.

**Complimentary Shuttle Service:** from the San Diego International Airport (SAN) that runs every 30 minutes and it only takes two minutes to get to the Sheraton San Diego Hotel & Marina.

**Local Area:** The Sheraton San Diego Hotel & Marina is just minutes away from the Historic Gaslamp District, Old Town San Diego, SeaWorld San Diego, and the world famous San Diego Zoo.

*San Diego enjoys beautiful weather year-round with an average temperature of 70° F and 21° C.*

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**Conference Venue:**
The Sheraton San Diego Hotel & Marina  
1380 Harbor Island Drive  
San Diego, CA 92101
Experience the deep-dive and rigorous skill-building of SAMA University at our Annual Conference. This year, you can choose from two of our full-day SAMA University workshops. Each is a required course of the SAMA Certification Program. Pick one and explore the in-depth learning that SAMA University offers.

SAMA University On Site 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
12:00-1:00 Lunch
1:00-2:30 Class in session
2:30-3:00 Break
3:00-5:00 Class in session
5:00 Adjourn

Save $100 when you register for our Annual Conference!

Corporate member: $995 $895
Individual member: $1,145 $1,045
Non-member: $1,245 $1,145

Breaks, lunch and materials included

Competency Assessment
SAMA’s new Competency Assessment Tool lets SAMs understand and measure the necessary skills to work strategically with their most complex customers. By evaluating your performance against a defined set of best practices, this tool helps you and your manager build a personal development roadmap to achieve your desired results.

Results from the assessment are produced in a full-color report which not only helps you understand your strengths and weaknesses, but can also foster coaching and internal alignment.

Certification Program
The Certified Strategic Account Manager (CSAM) program establishes a professional standard for the individual capabilities of a strategic account manager. Working with their managers and indirect leadership, CSAM candidates will focus on course work and ongoing learning components to educate the individual, engage managers, and enable the enterprise.

Excellence in the discipline of strategic account management
Workshops

Sunday, May 6th | 8:30am-5:00pm (each class is 1-Day)

Open enrollment - register for one of the following full day SAMA University workshops:

U1 - Using Presentations to Drive Customer Engagement

**Faculty:** Mark Shonka & Dan Kosch, Co-Presidents, IMPAX Corp.

**Recommended Audience:** All SAM Levels

**Required for Certification:** Yes

The presentation element of the buy/sell cycle is critical to the success of strategic account relationships. To be effective you have to make business presentations at all levels of your customer’s organization and at different stages of the selling and relationship management processes. The challenge of balancing effective presentation design with professional, compelling delivery is often a difficult one. This workshop addresses and elevates the skills required to successfully compete in a variety of business-to-business presentation situations, while differentiating your company and its offering from that of your competition.

**Topics Covered:**
- How to create competitive advantage by leveraging presentations at different points in the sales cycle
- How to develop a customer-focused sales and relationship management presentation
- How to rehearse presentations to maximize impact
- How to deliver compelling presentations that differentiate you from the competition
- How to utilize internal presentations to gain commitment and consensus

**Course Requirements:** None

**eLearning Requirements:** Certification candidates will be required to complete a self-paced online review and test following the instructor-led workshop.

U2 - Managing the Overall Customer Relationship and Business Outcomes

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

**Recommended Audience:** Foundational, Advanced

**Required for Certification:** Yes

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

**eLearning Requirements:** Certification candidates will be required to complete a self-paced online review and test following the instructor-led workshop.

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For questions on **registration**, please contact Rhodonna Espinosa at 312-251-3131, ext. 38 or 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 312-251-3131, ext. 16 or cornell@strategicaccounts.org.

For questions on **certification**, please contact Patty Vega at 312-251-3131, ext. 35 or vega@strategicaccounts.org.
Grow Your Market Share: Invest in Your Team

Make the Annual Conference your strategic planning meeting. Bring your team to San Diego and maximize your travel and training budget.

With courses for every level of your SAM program, SAMA staff can assist you in recommending the right program agenda for your team members. By attending as a team, you can spread session coverage across your entire SAM group. For ideas on how to make the most of your team’s Conference experience, contact Matt Fegley at (312) 251-3131, ext. 10, or fegley@strategicaccounts.org.

Strategic Planning Opportunity

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

Benefits

SAMA’s Team Program offers many exclusive services to maximize the experience of each company that brings 10 or more paid attendees to the Conference, which include:

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

Team pricing

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*space is limited - requests fulfilled in order received

**subject to availability

Video On Demand: SAMA’s Live Learning Center

We understand how difficult it is to attend every session at the conference. And let’s face it – you won’t remember all of the valuable information from this year’s presenters. That’s why SAMA is digitally recording live Annual Conference sessions and making them available to YOU online and year-round through the SAMA Live Learning Center.

Take advantage of SAMA’s online library of educational content and continue to review the best avenues and strategies for growing your organization. Select the Best Value Package when you register for the Annual Conference to access the educational resources available online from SAMA – only $299.

Visit the SAMA Live Learning Center at www.softconference.com/SAMA.
Conference Registration Fees

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Team = 10+ paid attendees from the same company

Registration fees include: conference materials & educational sessions, Sunday conference opening reception/dinner, Monday breakfast/lunch/reception, Tuesday breakfast/lunch/closing dinner, Wednesday breakfast and refreshment breaks. Registration fees do not include hotel or airport transportation arrangements.

Which Fee do I Pay?

Registration fees are based upon membership status. Memberships are either “individual” and provide membership benefits to only that individual, or “corporate” and cover every member of your company. For a list of companies that are eligible for corporate-level discounts, call 312-251-3131 ext. 28.

Save $200 on your Annual Conference registration, plus have your $100 initiation fee waived when you sign up for 1 year of Individual Membership!

Annual Conference Cancellation Policy

All cancellations must be submitted in writing (e-mail permitted). The cancellation/refund policy is as follows:

- Through March 23, 2012: Full refunds will be issued.
- March 24 – April 5, 2012: Refunds will be issued minus a $300 administrative fee.
- Starting April 6, 2012: NO REFUNDS will be issued regardless of the date the registration was submitted.
- Replacements are allowed at any time prior to the commencement of the 48th Annual 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 312-251-3132 as the online form requires payment. Please call Rhodonna Espinosa at 312-251-3131 ext. 38 for more information on replacements.

Conference Venue

Sheraton San Diego Hotel & Marina
1380 Harbor Island Drive
San Diego, CA  92101, USA

Conference Information

Attire:
- Conference attire is business casual including social events
- Please be aware that meeting rooms can be cool as temperature is difficult to regulate incrementally

Special Needs:
- Special dietary needs will be accommodated to the best of our ability
- SAMA complies with the Americans With Disabilities Act

Contact Rhodonna Espinosa, Meetings & Registration Manager, if you have questions or need further assistance. She can be reached at 312-251-3131 ext. 38 or espinosa@strategicaccounts.org.

How to Make Your Sheraton San Diego Hotel & Marina Room Reservation

Hotel reservations can be made after you register for SAMA’s 48th Annual Conference.

- If you register online for the conference: Simply click “Hotel Reservations,” which is available on your personal conference homepage after you complete the registration process.
- If you register via the paper registration form: You will be able to make your hotel room reservation after you have received your confirmation from SAMA that will provide a link and password to your personal conference homepage.
  - SAMA rate: $229 (space is limited)

The cutoff for the Sheraton San Diego reservations is Wednesday, April 4, 2012.

Rooms and rates are subject to availability starting April 5, 2012.

Questions?  Call the Meetings Department at  +1 312 251 3131, ext. 38.
SAMA’s 48th Annual Conference • May 6 - 9, 2012 • www.strategicaccounts.org/AC2012

Attendee Registration Form (please print) Questions? Please call the Meetings Department at 312-251-3131, ext 38

Payment Information
Enter fees that apply

<table>
<thead>
<tr>
<th>Conference Fee</th>
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<tr>
<td>SAMA U Fee</td>
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<td>Membership Fee</td>
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Total Fee = $________

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 U.S. dollars)

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

□ Check enclosed □ Check in mail

C: □ Sending Wire Transfer

Please contact Rhodonna Espinosa at espinosa@strategicaccounts.org for the most current wire transfer information.

Payment must accompany your registration form.

Event Registration Questions (* required)
1.*Which one of the following most closely fits your primary role?
   a) National or regional strategic account manager
   b) Global strategic account manager
   c) Manager of national, regional or global strategic account managers
   d) SAM program head, director or other program level management role
   e) C-level/senior executive strategist, decision-maker, business unit head, country head
   f) Talent management/Learning & Development/HR
   g) Other functional role supporting strategic accounts (i.e. marketing, finance, IT, etc.)
   h) Consultant to the SAM or sales profession
   i) Academic faculty or researcher
   j) Other:

2. How would you assess your current knowledge level of the concepts, processes and practices for strategic account management?
   a) Very low or none  b) Low  c) Medium
d) High  e) Very high/leading edge

3.*How would you assess your company’s maturity in SAM?
   a) Very low or none  b) Low  c) Medium
d) High  e) Very high/leading edge

4.*What is your company’s annual sales revenue?
   a) Under $500M  b) $500M-$1B  c) $1B-$3B  d) $3B-$7B  e) $7B+

5.*What is your firm’s (or your division’s) major industry?
   □ Accounting/Research/Management Services
   □ Agriculture
   □ Building/Construction
   □ Business Services
   □ Chemicals/Petroleum Refining/Rubber/Plastics/Leather/Glass
   □ Consumer Packaged Goods
   □ Computer Equipment – Hardware/Networking
   □ Computer Software
   □ Educational/Consulting/Associations
   □ Electronic/Electrical Equipment
   □ Engineering
   □ Finance/Insurance/Real Estate
   □ Food/Tobacco
   □ Health Services
   □ Hotels/Lodging
   □ IT
   □ Industrial and Commercial Machinery
   □ Lumber/Furniture/Paper/Printing
   □ Measuring/Analyzing/Controlling Instruments
   □ Metal Industries
   □ Mining
   □ Motion Pictures/Amusement/Recreation
   □ Personal Services
   □ Pharmaceuticals
   □ Retail Trade (Brick and Mortar or Online)
   □ Telecommunications
   □ Textile/Apparel
   □ Transportation
   □ Transportation Equipment
   □ Utilities – Electric/Gas/Sanitary
   □ Wholesale Trade
   □ Other:

Optional:

6. Your age group: a) Under 25  b) 25-34  c) 35-49  d) 50-64  e) 65+

7. Your gender: a) Male  b) Female
**Focus Areas:**

- **Essentials of Strategic Account Management:** *Foundational - F*
- **Essentials of Strategic Account Management:** *Advanced - A*
- **SAM Program Design, Structure and Management:** *Core Elements & Enablers - P1*
- **SAM Program Design, Structure and Management:** *Next Level Best Practices - P2*
- **Executive Strategy and Decision-Making - E**

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**Session Selection Form**

*Session selection options are subject to change based on enrollment*

### Sunday, May 6, 2012

(Special Sessions)

<table>
<thead>
<tr>
<th>Choice #</th>
<th>Session Title</th>
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<tbody>
<tr>
<td>S1</td>
<td>1:00 - 2:30pm Information Session on SAMA's Certification Program for the CSAM</td>
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<tr>
<td>S2</td>
<td>3:00 - 5:00pm Developing a Robust Framework for Customer Value</td>
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**SAMA University On Site**

Sunday, May 6th | 8:30am-5:00pm (additional fee - refer to page 18)

Choose One

<table>
<thead>
<tr>
<th>Choice</th>
<th>Session Title</th>
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<tbody>
<tr>
<td>U1</td>
<td>Using Presentations to Drive Customer Engagement (cancelled)</td>
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<tr>
<td>U2</td>
<td>Managing the Overall Customer Relationship and Business Outcomes</td>
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**2 Ways to choose your sessions**

1.) Register online at www.strategicaccounts.org/AC2012 and choose your sessions after you have completed your payment.

2.) Fill out Page 1 of the paper form and you will receive access to the Conference website (via email) after we process your payment.

---

**Completing The Session Selection Form**

- Please place an X next to the session of your choice under the choice column to the left of the title session.
- **Registration Questions:** Please call Rhodonna Espinosa at (312) 251-3131 ext. 38 or email espinosa@strategicaccounts.org.

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**Monday, May 7, 2012**

10:00am - 12:00pm

<table>
<thead>
<tr>
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<tr>
<td>F1</td>
<td>TrackMeet – Walking in the Shoes of a Strategic Account Manager</td>
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<td>F2</td>
<td>TrackMeet – Influencing Internal and External Stakeholders to Drive Alignment and Sales Optimization</td>
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<td>A1</td>
<td>TrackMeet – The Customer View of Value in Supplier Relationships</td>
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<tr>
<td>A2</td>
<td>TrackMeet – Leading a High-Performing Global Customer Team</td>
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<td>P1-1</td>
<td>TrackMeet – Transforming the Sales Force - Anticipating the Journey (IBM, Mold-Masters, Catalent Pharma Solutions)</td>
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<tr>
<td>P1-2</td>
<td>TrackMeet – The Art and Science of Strategic Account Selection (Assurant Solutions, John Deere Financial)</td>
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<tr>
<td>P2-1</td>
<td>TrackMeet – Supply Chain Collaboration: the Catalyst for Strategic Customer Management</td>
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<tr>
<td>E1</td>
<td>TrackMeet – Aligning Strategies to Executive-Level Customer Programs (Amerisource Bergen, Infor, Standard Register)</td>
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**Monday, May 7, 2012**

1:00pm - 2:30pm

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<tr>
<th>Choice</th>
<th>Session Title</th>
<th>Pg.</th>
</tr>
</thead>
<tbody>
<tr>
<td>E2</td>
<td>How to Determine the Real Value of Strategic Accounts (ABB, IBM, SAS Institute)</td>
<td>13</td>
</tr>
<tr>
<td>T1</td>
<td>UpSync: A complete solution for mobilizing your field staff</td>
<td>NA</td>
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**Monday, May 7, 2012**

3:00pm - 4:30pm

<table>
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<tr>
<th>Choice</th>
<th>Session Title</th>
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<tbody>
<tr>
<td>A5</td>
<td>Strengthening Your Team’s Ability to Think Strategically</td>
<td>8</td>
</tr>
<tr>
<td>A6</td>
<td>Understanding Customer Relationship Value Scorecards</td>
<td>9</td>
</tr>
<tr>
<td>A7</td>
<td>Social Selling Presence: Tips to Manage Your Personal and Brand Reputation Online (IBM)</td>
<td>9</td>
</tr>
<tr>
<td>P1-5</td>
<td>Identifying and Leveraging the Next Generation Strategic Account Manager Mindset (DHL, Siemens, Xerox)</td>
<td>11</td>
</tr>
<tr>
<td>P1-6</td>
<td>The Strategy of Building and Sustaining a SAM Program in a Professional Services Firm (HOK Architects)</td>
<td>11</td>
</tr>
<tr>
<td>P2-6</td>
<td>Effectively Linking Your Services &amp; Strategic Account Management Strategies (Arizona State University, DuPont, Xerox)</td>
<td>12</td>
</tr>
<tr>
<td>E3</td>
<td>Beyond the M&amp;A Chaos: Beating the Odds to Capture Growth Synergy (Nalco)</td>
<td>13</td>
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<tr>
<td>T2</td>
<td>ThinkInc: Think! Value Blueprint</td>
<td>NA</td>
</tr>
</tbody>
</table>

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**Need Help Deciding Which Classes are Best for You?**

Call SAMA at 312-251-3131, ext. 0. Ask for assistance selecting conference sessions and be directed to a knowledgeable staff person; or email sessionhelp@strategicaccounts.org. Each session has a recommended audience to assist you in your selection.
### Tuesday, May 8, 2012

**9:30am - 11:00pm**

<table>
<thead>
<tr>
<th>Choice</th>
<th>Session</th>
<th>Session Title</th>
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<tbody>
<tr>
<td>F9</td>
<td></td>
<td>Winning Access to the CxOs</td>
<td>8</td>
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<tr>
<td>F10</td>
<td></td>
<td>Using The Power of Nice for Effective Conflict Resolution</td>
<td>8</td>
</tr>
<tr>
<td>F11</td>
<td></td>
<td>Using Presentations to Create Differentiation in a Procurement/RFP Environment</td>
<td>8</td>
</tr>
<tr>
<td>A5</td>
<td></td>
<td>Strengthening Your Team’s Ability to Think Strategically</td>
<td>9</td>
</tr>
<tr>
<td>A6</td>
<td></td>
<td>Understanding Customer Relationship Value Scorecards</td>
<td>9</td>
</tr>
<tr>
<td>A13</td>
<td></td>
<td>Coaching Insights for SAMs Leading Teams and Managers of SAMs</td>
<td>10</td>
</tr>
<tr>
<td>P1-7</td>
<td></td>
<td>Leveraging Industry Vertical Focus into a SAM Organization for Accelerated Account Development (Belden)</td>
<td>11</td>
</tr>
<tr>
<td>P1-8</td>
<td></td>
<td>Maximizing Your SAM Program in a Matrix Organization (IHG)</td>
<td>11</td>
</tr>
<tr>
<td>P2-4</td>
<td></td>
<td>Driving Exponential Growth through Strategic Alliances (VMware)</td>
<td>12</td>
</tr>
<tr>
<td>P2-8</td>
<td></td>
<td>Enterprise Capabilities for an Integrated Solutions Business</td>
<td>12</td>
</tr>
<tr>
<td>E4</td>
<td></td>
<td>Delivering Exceptional Customer Value through Integrated Customer Engagement</td>
<td>13</td>
</tr>
<tr>
<td>T3</td>
<td></td>
<td>Chally Group Worldwide: Talent Audit with Performance Trak</td>
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</table>

**11:30am - 1:00pm**

<table>
<thead>
<tr>
<th>Choice</th>
<th>Session</th>
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<tbody>
<tr>
<td>F3</td>
<td></td>
<td>Why Customers Want a Strategic Account Manager and not a Strategic Salesperson</td>
<td>7</td>
</tr>
<tr>
<td>F12</td>
<td></td>
<td>Selecting and Executing a Competitive Account Strategy for Expanding Wallet-Share</td>
<td>8</td>
</tr>
<tr>
<td>F13</td>
<td></td>
<td>Becoming More Strategic through Innovation with Your Customers</td>
<td>8</td>
</tr>
<tr>
<td>A3</td>
<td></td>
<td>Mutual Business Planning for Customer Value Creation</td>
<td>9</td>
</tr>
<tr>
<td>A4</td>
<td></td>
<td>Building C-Suite Influence</td>
<td>9</td>
</tr>
<tr>
<td>A11</td>
<td></td>
<td>Achieve Internal and External Objectives in Close Partnership with Your Executive Sponsor (Schneider Electric)</td>
<td>10</td>
</tr>
<tr>
<td>P1-9</td>
<td></td>
<td>Creating a Roadmap for a New Strategic/Global Accounts Program (Avaya)</td>
<td>10</td>
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<tr>
<td>P1-10</td>
<td></td>
<td>Executing Customer Insights into Action (CHEP)</td>
<td>10</td>
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<tr>
<td>P2-7</td>
<td></td>
<td>The Creative Quotient: Adding Innovation to Strategic Account Channel Management (Intuit)</td>
<td>12</td>
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<tr>
<td>P2-10</td>
<td></td>
<td>The SAM as Orchestrator of the B2B Co-Creation Process</td>
<td>12</td>
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<tr>
<td>E5</td>
<td></td>
<td>Leadership Imperatives for Higher Organic Growth Through Your Strategic Accounts Organization</td>
<td>13</td>
</tr>
<tr>
<td>T4</td>
<td></td>
<td>Revegy: Revegy Account Management Suite</td>
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**2:00pm - 3:30pm**

<table>
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<tbody>
<tr>
<td>F5</td>
<td></td>
<td>Meeting the Challenges of Account Plan Execution</td>
<td>7</td>
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<tr>
<td>F6</td>
<td></td>
<td>Building a Metrics-Based SAM Dashboard</td>
<td>8</td>
</tr>
<tr>
<td>F9</td>
<td></td>
<td>Winning Access to the CxOs</td>
<td>8</td>
</tr>
<tr>
<td>A9</td>
<td></td>
<td>How You Can Build Customer Focus within Your Company (NetApp)</td>
<td>9</td>
</tr>
<tr>
<td>A10</td>
<td></td>
<td>Best Practices in Preparing and Negotiating Solutions in a Commodity Market</td>
<td>9</td>
</tr>
<tr>
<td>A12</td>
<td></td>
<td>Managing and Selling to a Government Strategic Account</td>
<td>10</td>
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<tr>
<td>P1-5</td>
<td></td>
<td>Identifying and Leveraging the Next Generation Strategic Account Manager Mindset (DHL, Siemens, Xerox)</td>
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<td></td>
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<td>P2-4</td>
<td></td>
<td>Driving Exponential Growth through Strategic Alliances (VMware)</td>
<td>12</td>
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<tr>
<td>P2-5</td>
<td></td>
<td>Enterprise Capabilities for an Integrated Solutions Business</td>
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<tr>
<td>E6</td>
<td></td>
<td>Building SAM Capabilities to Increase Firm Performance via Pricing</td>
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<td>T5</td>
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<td>Vivisimo: Vivisimo CXO</td>
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### Wednesday, May 9, 2012

**9:00am - 10:30am**

<table>
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<tr>
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<td></td>
<td>Building a Metrics-Based SAM Dashboard</td>
<td>8</td>
</tr>
<tr>
<td>F7</td>
<td></td>
<td>Account Management Strategies for Creating Competitive Immunity</td>
<td>8</td>
</tr>
<tr>
<td>F8</td>
<td></td>
<td>7 Laws for Strategic Account Negotiation Success</td>
<td>8</td>
</tr>
<tr>
<td>A7</td>
<td></td>
<td>Social Selling Presence: Tips to Manage your Personal and Brand Reputation Online (IBM)</td>
<td>9</td>
</tr>
<tr>
<td>A8</td>
<td></td>
<td>Bridging the Cultural Divide for Business Success (Schneider Electric)</td>
<td>9</td>
</tr>
<tr>
<td>A9</td>
<td></td>
<td>How You Can Build Customer Focus within Your Company (NetApp)</td>
<td>9</td>
</tr>
<tr>
<td>P1-3</td>
<td></td>
<td>Transformation, Innovation and Elevation with Strategic Accounts (Hilton Worldwide)</td>
<td>10</td>
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<tr>
<td>P1-4</td>
<td></td>
<td>Linking Your SAM and Negotiation Approach to Maximize Value (Baxter)</td>
<td>11</td>
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<tr>
<td>P2-6</td>
<td></td>
<td>Effectively Linking Your Services &amp; Strategic Account Management Strategies (Arizona State University, DuPont, Xerox)</td>
<td>12</td>
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<tr>
<td>P2-8</td>
<td></td>
<td>How to Grow Your Business by Understanding and Improving Your Differential Value Proposition (GE)</td>
<td>12</td>
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<tr>
<td>E7</td>
<td></td>
<td>Operationalizing Your Demand Creation Sales Engine (Belden)</td>
<td>13</td>
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<tr>
<td>E8</td>
<td></td>
<td>“Big Data” Application for B2B Sales and Customer Management</td>
<td>13</td>
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<tr>
<td>T6</td>
<td></td>
<td>Valkre: Render®: Software Makes Differential Value Proposition (DVP) Real</td>
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**11:00am - 12:30pm**

<table>
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<tr>
<th>Choice</th>
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<tbody>
<tr>
<td>F4</td>
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<td>Developing and Delivering Relevant Value Propositions</td>
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<td>Selecting and Executing a Competitive Account Strategy for Expanding Wallet-Share</td>
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<tr>
<td>F13</td>
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<td>Becoming More Strategic through Innovation with Your Customers</td>
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<tr>
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</tr>
<tr>
<td>A11</td>
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<td>Achieve Internal and External Objectives in Close Partnership with Your Executive Sponsor (Schneider Electric)</td>
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<tr>
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<tr>
<td>P1-8</td>
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<td>Maximizing Your SAM Program in a Matrix Organization (IHG)</td>
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<td>P2-2</td>
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<td>Sustainability in Key Account Management (Siemens)</td>
<td>12</td>
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<tr>
<td>P2-3</td>
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<td>Creating an Executive Sponsorship Program that Builds Deep Customer Relationships and Creates Internal Buy-In (ADT)</td>
<td>12</td>
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<tr>
<td>E8</td>
<td></td>
<td>“Big Data” Application for B2B Sales and Customer Management</td>
<td>13</td>
</tr>
<tr>
<td>T7</td>
<td></td>
<td>SAM Tools Lab</td>
<td>NA</td>
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</tbody>
</table>
What is the Strategic Account Management Association?

SAMA is the strategic account management profession’s only non-profit membership organization devoted to advancing the art and science of business-to-business strategic relationships between customers and suppliers. The association works with both individuals and companies to develop their professional and organizational capabilities.

Through knowledge exchange, events, training, peer networking and benchmarking, SAMA provides members with an unparalleled depth of education on managing strategic customer relationships. From the beginning strategic account manager to the C-level executive, SAMA attracts and connects the best and brightest minds in SAM practice with the best experts in the field.

**SAMA offers:**

**Conferences**
SAMA’s Annual and Pan-European conferences bring together experts in the theory and practice of strategic account management, with sessions and forums led by top consultants and industry leaders. Join hundreds of SAM professionals just like you as they share ideas, benchmark and network.

**SAMA University/SAMA Academy**
Dive deep into the best practices of strategic customer management. Intensive full-day courses with established SAM experts will expand your knowledge and capabilities to a new level of understanding. Come for one to four days of concentrated knowledge building and leave with deeper understanding and an expanded toolbox of skills. Certified strategic account manager (CSAM) program now available.

**Webinar Series**
Live and on-demand hour-long presentations are delivered by subject matter experts and SAM practitioners on core SAM subjects and proven best practices. Participants get the opportunity to engage presenters and receive a copy of presentation materials as well as links to streaming and downloadable on-demand playback of all sessions.

**Velocity® Magazine**
Keep current on the issues that affect the strategic account management profession by reading Velocity, SAMA’s print and online magazine. Each issue contains exclusive in-depth articles on topics such as negotiation, customer management, internal alignment and effective team communications. Featured are best practices, case studies, research highlights, peer perspectives and more.
SAMA 48th Annual Conference Breakout Sessions

ESSENTIALS OF SAM: FOUNDATIONAL (F)

F1  TrackMeet - Walking in the Shoes of a Strategic Account Manager
F2  TrackMeet - Influencing Internal and External Stakeholders to Drive Alignment and Sales Optimization
F3  Why Customers Want a Strategic Account Manager and Not a Strategic Account Salesperson
F4  Developing and Delivering Relevant Value Propositions
F5  Meeting the Challenges of Account Plan Execution
F6  Building a Metrics-Based SAM Dashboard
F7  Account Management Strategies for Creating Competitive Immunity
F8  7 Laws for Strategic Account Negotiation Success (Kimberly Clark HC)
F9  Winning Access to the CxOs
F10 Using The Power of Nice for Effective Conflict Resolution
F11 Using Presentations to Create Differentiation in a Procurement/RFP Environment
F12 Selecting and Executing a Competitive Account Strategy for Expanding Wallet-Share
F13 Becoming More Strategic through Innovation with Your Customers

ESSENTIALS OF SAM: ADVANCED (A)

A1  TrackMeet - The Customer View of Value in Supplier Relationships
A2  TrackMeet - Leading a High-Performing Global Customer Team
A3  Mutual Business Planning for Customer Value Creation
A4  Building C-Suite Influence
A5  Strengthening Your Team’s Ability to Think Strategically
A6  Understanding Customer Relationship Value Scorecards
A7  Social Selling Presence: Tips to Manage Your Personal and Brand Reputation Online (IBM)
A8  Bridging the Cultural Divide for Business Success (Schneider Electric)
A9  How You Can Build Customer Focus within Your Company (NetApp)
A10 Best Practices in Preparing and Negotiating Solutions in a Commodity Market
A11 Achieve Internal and External Objectives in Close Partnership with Your Executive Sponsor (Schneider Electric)
A12 Managing and Selling to a Government Strategic Account (Chevron)
A13 Coaching Insights for SAMs Leading Teams and Managers of SAMs

PROGRAM DESIGN, STRUCTURE & MANAGEMENT: CORE ENABLERS (P1)

P1-1  TrackMeet - Transforming the Sales Force – Anticipating the Journey (IBM, Mold-Masters, Catalent Pharma Solutions)
P1-2  TrackMeet - The Art and Science of Strategic Account Selection (Assurant Solutions, John Deere Financial)
P1-3  Transformation, Innovation and Elevation with Strategic Accounts (Hilton Worldwide)
P1-4  Linking Your SAM and Negotiation Approach to Maximize Value (Baxter)
P1-5  Identifying and Leveraging the Next Generation Strategic Account Manager Mindset (DHL, Siemens, Xerox)
P1-6  The Strategy of Building and Sustaining a SAM Program in a Professional Services Firm (HOK Architects)
P1-7  Leveraging Industry Vertical Focus into a SAM organization for Accelerated Account Development (Belden)
P1-8  Maximizing Your SAM Program in a Matrix Organization (IHG)
P1-9  Creating a Roadmap for a New Strategic/Global Accounts Program (Avaya)
P1-10 Executing Customer Insights into Action (CHEP)

PROGRAM DESIGN, STRUCTURE & MANAGEMENT: NEXT LEVEL PRACTICES (P2)

P2-1  TrackMeet - Supply Chain Collaboration: the Catalyst for Strategic Customer Management (OfficeMax)
P2-2  Sustainability in Key Account Management (Siemens)
P2-3  Creating an Executive Sponsorship Program that Builds Deep Customer Relationships and Creates Internal Buy-In (ADT)
P2-4  Driving Exponential Growth through Strategic Alliances (VMware)
P2-5  Enterprise Capabilities for an Integrated Solutions Business
P2-6  Effectively Linking Your Services and Strategic Account Management Strategies (Arizona State University, DuPont, Xerox)
P2-7  The Creative Quotient: Adding Innovation to Strategic Account Channel Management (Intuit)
P2-8  Winning With Customers: How to Quantify and Improve Your Differential Value Proposition (GE)
P2-9  Global Excellence in a Decentralized Professional Services Organization (Deloitte)
P2-10 The SAM as Orchestrator of the B2B Co-Creation Process

EXECUTIVE STRATEGY & DECISION-MAKING (E)

E1  TrackMeet - Aligning Strategies to Executive-Level Customer Programs (Amerisource Bergen, Infor, Standard Register)
E2  How to Determine the Real Value of Strategic Accounts (ABB, IBM, SAS Institute)
E3  Beyond the M&A Chaos: Beating the Odds to Capture Growth Synergy (Nalco)
E4  Delivering Exceptional Customer Value through Integrated Customer Engagement - An Emerson Process Management Case Study
E5  Leadership Imperatives for Higher Organic Growth Through Your Strategic Accounts Organization
E6  Building SAM Capabilities to Increase Firm Performance via Pricing (Ardex)
E7  Operationalizing Your Demand Creation Sales Engine
E8  “Big Data” Application for B2B Sales and Customer Management