

To be eligible for the 2019 SAMA Excellence Awards, a completed entry and payment of the \$300 entry fee must be received by SAMA by Friday, Nov. 2, 2018. For questions, please contact Nicolas Zimmerman, SAMA Editor-in-Chief, at 312-251-3131, ext. 31, or zimmerman@strategicaccounts.org.

SUBMISSION INSTRUCTIONS:

- (1) Fill in the items under “Contact Information” below.
- (2) Check the box corresponding to the award for which you are submitting. (You may apply for up to two awards each year.)
- (3) Assemble your submission using the format and guidelines under “Submission Format.” Cut-and-paste the subheadings (“Overview of the accomplishments and results,” “Company and business background,” etc.) into a Word document.
- (4) Attach this cover sheet to your submission.
- (5) If you wish to send any supplemental materials in the form of PowerPoints, video, etc., please submit them as separate files.
- (6) [Click here](#) to upload your files and pay the submission fee.

CONTACT INFORMATION:

Company name:

Division/Business Unit:

Your name:

Your title:

Street address:

City/State/Zip code:

Country:

Phone:

Email:

SUBMISSION REQUIREMENTS & AGREEMENT

By entering the SAMA Excellence Awards, you agree to the following:

- Submission is authored and submitted by an employee of the company applying for the award.
- You and your company give permission to SAMA to publish an article based on your winning submission in our magazine, *Velocity*; to publicize your winning submission on our website, blog and elsewhere; and to summarize your winning submission during our Pan-European and Annual conferences.
- SAMA will work with your communications and/or legal teams to ensure anything publicized has been thoroughly vetted by you.

- Submissions may be supplemented, if desired, with supplemental materials (#5 under “Submission Instructions”). These WILL NOT be published and are strictly to provide additional context to the judges.
- You may submit up to two separate entries per year.
- You agree to pay the \$300 fee per submission by Nov. 2, 2018.

SUBMISSION FORMAT:

Total length should be 5 to 8 pages, single-spaced, Times Roman font, 11 pt. body text with 1-inch margins.

Please use the following section headings to organize your entry:

- (1) Overview of the accomplishment and results (~150 words)
- (2) Company and business background (~350 words or less)
- (3) Main business challenge/s (~750 words)
- (4) Implementation (500-1000 words)
- (5) Results and outcomes (500-1000 words)

2019 CATEGORIES

O Implementation of a disciplined process to quantify and monetize specific customer value solutions

The majority of strategic clients expect their suppliers to provide a financial value proposition for a business solution, and be able to demonstrate how the value contributes to the customer’s performance metrics. The advantage to the supplier of being able to quantify a value-based solution is the opportunity to competitively differentiate the offering, and provide the best total value. The winning entry will explain and demonstrate, by example, a systematic process that has, through disciplined application, led to improved business results with a strategic customer.

O Implementation of specific customer engagement strategies enabling, and successfully impacting, the value co-creation process.

One of the more challenging requirements of strategic account management is to engage with a top customer proactively, in order to create specific opportunities for co-discovery, intimacy, trust-building, collaboration, brainstorming, solution development, and more. SAMA Research has revealed as well that purposely engaging the customer in account business planning is an underutilized SAM practice. The winning entry will demonstrate, by example, the use of specific customer engagement

strategies which have successfully enhanced and improved relational and performance results for both customer and supplier.

O Implementation of an Artificial Intelligence (AI) solution to improve and accelerate strategic account management productivity and performance.

The hype surrounding the promise of AI to increase sales with customers is at an all-time high, but stories of actual business wins are rare. The winning entry will demonstrate, by example, how a strategic account manager acquired relevant data to feed into an AI tool, leading to a significant deal as a result. The entry will demonstrate how the SAM framed and quantified the conclusions of the AI insights into a compelling customer value proposition and assembled the right ecosystem of stakeholders to execute and deliver a solution, creating significant value for both the customer and the supplier firm. Through this example, the winning entry will explain the augmented skills of the SAM that enabled a successful outcome.

O Outstanding Young SAM Program of the Year (<5 years old)

New SAM Programs typically take 3-5 years to get off the ground—to become both functional and effective. It's a journey to implement a change management strategy to become a customer-centric enterprise, whatever the scope of the Program. It affects all parts of an organization from the C-Suite down, and across functions and geographies. The winning entry will demonstrate, through examples, the specific foundational elements and enablers that are transforming their business and their relationships with strategic customers, to produce new levels of growth and profitability.

O Outstanding Mature SAM Program of the Year (>5 years old)

Mature SAM organizations face many challenges including: maintaining and evolving strong executive leadership and governance, becoming more agile through changing economic and digital disruptions, continuous learning to elevate SAM processes and tools, and accelerating the drive for innovative co-creation with strategic customers. The winning entry will demonstrate, through examples, the strength, resilience and productivity of their SAM organization.