

2020 Schedule



For more information and updates, please visit www.strategicaccounts.org. *Schedule is subject to change.*

SAMA Academy Fort Lauderdale February 10-13

Courses offered:

- CORE 0 - SAM playbook: Foundational skills for driving superior customer results
- CORE 1 - Co-Discovery and strategic account planning
- CORE 2 - Co-creation & quantification of value
- CORE 3 - Account leadership: Redefining account management in today's market place
- CORE 4 - Managing the customer relationship and value journey
- E16 - Monetization of value

SAMA Academy Prague ~~10-12 March~~ *postponed*

Courses offered:

- CORE 0 - SAM playbook: Foundational skills for driving superior customer results
- CORE 1 - Co-Discovery and strategic account planning
- CORE 3 - Account leadership: Redefining account management in today's market place
- CORE 4 - Managing the customer relationship and value journey

SAMA Academy Chicago July 20-23

Courses offered:

- CORE 0 - SAM playbook: Foundational skills for driving superior customer results
- CORE 1 - Co-Discovery and strategic account planning
- CORE 2 - Co-creation & quantification of value
- CORE 3 - Account leadership: Redefining account management in today's market place
- CORE 4 - Managing the customer relationship and value journey
- E5 - Strategic negotiation: Changing the conversation from price to solutions
- E8 - Emotional Intelligence for SAMs: How to create value in every interaction
- E10 - Coaching to the behaviors that drive effective SAM execution

SAMA Academy San Diego October 12-15

Courses offered:

- CORE 0 - SAM playbook: Foundational skills for driving superior customer results
- CORE 1 - Co-Discovery and strategic account planning
- CORE 2 - Co-creation & quantification of value
- CORE 4 - Managing the customer relationship and value journey
- E2 - Buyer's perspective: Create, communicate and quantify value for CxO impact
- E3 - Leading and managing a multifunctional team
- E5 - Strategic negotiation: Changing the conversation from price to solutions
- E16 - Monetization of value

SAMA Academy Berlin 10-12 November

Courses offered:

- CORE 0 - SAM playbook: Foundational skills for driving superior customer results
- CORE 2 - Co-creation & quantification of value
- CORE 3 - Account leadership: Redefining account management in today's market place
- E3 - Leading and managing a multifunctional team
- E5 - Strategic negotiation: Changing the conversation from price to solutions
- E16 - Monetization of value

Can't get away? SAMA Academy is offered online!

SAMA's on-line courses, developed and offered by proven SAMA partners, eliminates the travel cost and time. Best practice training is delivered at a pace the learner has control over while integrating coaching and an on-line in class feel.

E1 - Critical skills for strategic account managers

E2 - Buyer's perspective: Create, communicate and quantify value for CxO impact (*self-led anytime, anywhere*)

E9 - Capture value skills: A negotiations course for the complex, consensus-driven strategic sales cycle (*self-led anytime, anywhere*)

2020 Schedule of SAMA Academy

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Course	Course Length (Days)	Online course	Fort Lauderdale Feb. 10- 13	Chicago July 20-23	San Diego Oct. 12-15	Berlin 10-12 Nov.	Prague (postponed)
CORE 0 - SAM playbook: Foundational skills for driving superior customer results	2		February 10-11	July 20-21	October 12-13	10-11 November	
CORE 1 - Co-Discovery and strategic account planning	2		February 10-11	July 20-21	October 12-13		
CORE 2 - Co-creation & quantification of value	1		February 12	July 23	October 14	10 November	
CORE 3 - Account leadership: Redefining account management in today's market place	1		February 12	July 22		12 November	
CORE 4 - Managing the customer relationship and value journey	1		February 13	July 22	October 13		
E1 - Critical skills for strategic account managers	2	✓					
E2 - Buyer's perspective: Create, communicate and quantify value for CXO impact	2	✓			October 14-15		
E3 - Leading and managing a multifunctional team	1				October 15	12 November	
E5 - Strategic negotiation: Changing the conversation from price to solutions	1			July 23	October 12	11 November	
E6 - Selling to executives in this digital age: What every strategic account manager MUST know							
E8 - Emotional Intelligence for SAMs: How to create value in every interaction				July 22			
E9 - Capture value skills: A negotiations course for the complex, consensus-driven strategic sales cycle		✓					
E10 - Coaching to the behaviors that drive effective SAM execution	1			July 21			
E12 - Driving organizational adoption of SAM so you can get paid for the value you create	1						
E14 - How to align the overall company behind the account strategy, including the C-Level	1						
E16 - Monetization of value	1		February 13		October 15	11 November	

All workshops are open enrollment.