

2019 Schedule of SAMA Academy

Schedule is subject to change.

For more information and updates, please visit www.strategicaccounts.org.

SAMA Academy Miami February 4-7

Courses offered:

- CORE 0 - SAM playbook: Foundational skills for driving superior customer results
- CORE 2 - Co-creation & quantification of value
- CORE 4 - Managing the customer relationship and value journey
- E3 - Leading and managing a multifunctional team
- E4 - Using presentations to drive customer engagement

SAMA Academy Amsterdam 11-13 March

Courses offered:

- 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
- E14 - How to align the overall company behind the account strategy, including the C-Level

SAMA Academy Chicago July 15-18

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
- E3 - Leading and managing a multifunctional team
- E4 - Using presentations to drive customer engagement
- E5 - Strategic negotiation: Changing the conversation from price to solutions
- E10: Coaching to the behaviors that drive effective SAM execution
- E16: Monetization of value

SAMA Academy San Diego October 14-17

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
- E2 - Buyer's perspective: Create, communicate and quantify value for CxO impact
- E3 - Leading and managing a multifunctional team
- E4 - Using presentations to drive customer engagement
- E5 - Strategic negotiation: Changing the

SAMA Academy Prague 12-14 November

Courses offered:

- CORE 0 - SAM playbook: Foundational skills for driving superior customer results
- CORE 2 - Co-creation & quantification of value
- E2 - Buyer's perspective: Create, communicate and quantify value for CxO impact
- E3 - Leading and managing a multifunctional team
- E4 - Using presentations to drive customer engagement
- E5 - Strategic negotiation: Changing the conversation from price to solutions

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Course	Course Length (Days)	Miami February 4-7	Amsterdam 11-13 March	Chicago July 15-18	San Diego October 14-17	Prague 12-14 November
CORE 0 - SAM playbook: Foundational skills for driving superior customer results	2	February 4-5		July 15-16	October 14-15	12-13 November
CORE 1 - Co-Discovery and strategic account planning	2		11-12 March	July 15-16	October 15-16	
CORE 2 - Co-creation & quantification of value	1	February 6	13 March	July 17	October 16	14 November
CORE 3 - Account leadership: Redefining account management in today's market place	1		12 March	July 17	October 17	
CORE 4 - Managing the customer relationship and value journey	1	February 7	11 March	July 18	October 17	
E1 - Critical skills for strategic account managers*	2	<i>This course will be available online.</i>				
E2 - Buyer's perspective: Create, communicate and quantify value for CxO impact*	2				October 14-15	13-14 November
E3 - Leading and managing a multifunctional team	1	February 6		July 16	October 16	13 November
E4 - Using presentations to drive customer engagement	1	February 5		July 15	October 14	14 November
E5 - Strategic negotiation: Changing the conversation from price to solutions	1		11 March	July 18	October 15	12 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						
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 17		
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		13 March			
E16: Monetization of value	1			July 18		

*Selected SAMA Academy workshops are now available online. For more information please visit our SAMA Academy website, www.strategicaccounts.org/SAMAU/SAMAU.

All workshops are open enrollment.