

2020 Schedule



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

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 Dates TBA

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.

Core 0 - SAM playbook: Foundational skills for driving superior customer results

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*)

E11 - SAM2Win Strategic Account Leadership Program (Sept 2020 start)

2020 Schedule of SAMA Academy

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Course	Course Length (Days)	Online course	Chicago July 20-23	San Diego Oct. 12-15	Berlin TBA	Prague (postponed)
CORE 0 - SAM playbook: Foundational skills for driving superior customer results	2		July 20-21	October 12-13		
CORE 1 - Co-Discovery and strategic account planning	2		July 20-21	October 12-13		
CORE 2 - Co-creation & quantification of value	1		July 23	October 14		
CORE 3 - Account leadership: Redefining account management in today's market place	1		July 22			
CORE 4 - Managing the customer relationship and value journey	1		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		
E5 - Strategic negotiation: Changing the conversation from price to solutions	1		July 23	October 12		
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			October 15		

All workshops are open enrollment.