

# LEVEL UP

## YOUR CUSTOMER RELATIONSHIPS

Trusted advisor

*Solutions partner*

*Preferred supplier*

*Vendor*

### **Certified Strategic Account Manager**

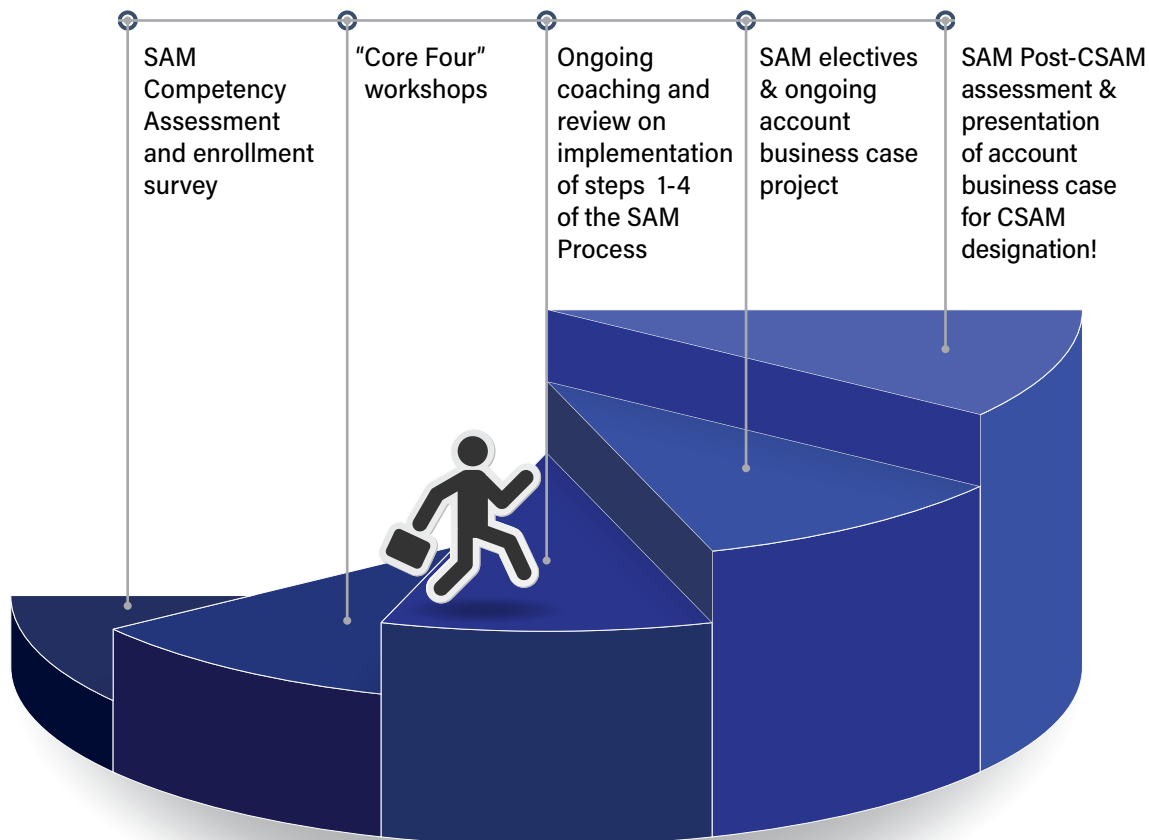
A learning curriculum to enable strategic account managers, their leadership and cross-functional teams to build sustainable business with their most valued customers



S A M A

# SAMA'S CERTIFICATION JOURNEY

SAMA's Certified Strategic Account Manager (CSAM) program guides participants through a comprehensive certification journey that assesses competencies, develops skills, enables coaching and ensures adoption of improved behaviors. CSAM candidates are provided access to a SAM-specific tool designed to track the inputs of the program and enable a standardized coaching and customer-assessment process.



## SAMA Competency Assessment

Participants begin by taking the SAMA Competency Assessment, which enables SAMs and their managers to understand what competencies are necessary to be an effective SAM and in which areas the participant needs to focus throughout his or her journey. The assessment includes benchmarking input from the SAM, SAM managers, upper management, peers and customers, and is intended to enable a structured learning and coaching environment.

SAMA engages with the industry's top providers of training and uses technology designed specifically for the role of the SAM and the entire SAM process.



# THE CURRICULUM

Certification requires nine training units of course work focused on enabling the SAM to effectively manage their role in the SAM process. It includes the SAMA Core curriculum (Cores 0-4) plus two electives selected based on current needs and assessment results.

## CORE 0

### **SAM playbook: Foundational skills for driving superior customer results (CORE 0)**

All SAMA certification candidates start with this two-unit course to absorb the full scope of the work of a strategic account manager and the progression of engagement, both internally and with the customer. You will work with case examples to understand job workflow and the specific competencies needed to perform each area of objectives, including co-discovery, fit and planning, co-creation, monetization and negotiation, and value tracking and delivery.

## CORE 1

### **Value co-discovery and strategic account planning (CORE 1)**

This high-energy, two-unit workshop challenges you to discard certain outdated notions of strategic account planning and embrace a rigorously collaborative process to systematically plan and drive customer-specific value creation for top performance. Learn the “how-to” using your own strategic customer and drawing from real-world best practices.

## CORE 2

### **Co-creation and quantification of value (CORE 2)**

This one-unit workshop applies “what the best do differently” to equip you with a practical framework for engaging your customer and internal team in joint value creation and the quantification of mutual value. Developing this capability will differentiate how you engage, elevate your conversations and accelerate solutions that drive sustainable and profitable growth.

## CORE 3

### **Leading and influencing your strategic account (CORE 3)**

This highly interactive one-unit workshop provides practical frameworks and tools to enhance SAMs' ability to demonstrate credible account leadership, engage in strategic influence conversations (with both the customer and internal team) and build cohesive account strategies that will broaden and deepen relationships. Those who develop their personal account leadership brand will maximize their ability to influence outcomes across both organizations.

## CORE 4

### **Managing the customer relationship and value journey (CORE 4)**

Using metrics to manage your customer-supplier relationship and performance is a core part of the strategic account management process. In this one-unit workshop, you will be exposed to methods, practices and tools, and you will work in teams to understand both sides of a metric-based scorecard — your path to a stronger, expanding partnership.

## Electives

Candidates are required to complete two training units-worth of electives to round out the training and ensure a full-spectrum coverage of the SAM Competency Assessment. A sample list includes:

- Leading and managing a multifunctional team - E3
- Strategic negotiation: Changing the conversation from price to solutions - E5
- Coaching to the behaviors that drive effective SAM execution - E10
- Strategic thinking for SAM success - E12
- Designing & delivering the virtual sales conversation - E13
- Monetization of value - E16
- Buyer's perspective: Create, communicate and quantify value for CxO impact - E2

## Coaching

SAMA will provide SAM managers with coaching guidelines for the focused curriculum and will leverage the certification technology to enable a clear coaching report for the SAMs and their managers.

## SAMA Competency Assessment

At the end of the certification journey, candidates will again complete the SAMA Competency Assessment. SAMs and their managers will be provided with a results comparison from the beginning of the journey, which will enable a continuing coaching platform.

## Business case project

Candidates are required to produce a business case that highlights a successful customer engagement. Throughout the certification journey, candidates will leverage the provided tool to track and manage their work, which will enable SAM managers to easily coach SAMs through the process and will provide a standardized business case output.

## Business case review

Candidates will have the option to present their business case to a small SAMA review board or to a group of internal stakeholders. The review board will be looking for specific areas of improvement and evidence of customer success. After approval, candidates will officially become Certified Strategic Account Managers.



The SAMA Competency Assessment was created to provide a baseline snapshot of a strategic account manager's level of competency across five umbrella competencies and 16 skills identified by SAMA (see diagram). A multi-rater tool considers the input of evaluators to identify SAM competency strengths, weaknesses and areas of internal misalignment.

The tool is a vital part of the CSAM journey but can be used outside of the certification process. For only \$225 per person (for SAMA Corporate Members), you will receive a customized "roadmap" that identifies gaps and areas most in need of training and development.



# CERTIFICATION PRICING

Total Certification Investment	Corporate Member	Individual Member	Non-Member
<b>Certification Fees</b>	\$2,500	\$2,500	\$2,500
Initial SAMA Competency Assessment			
Coaching questionnaire			
World-class technology			
Course coaching guidelines			
Closing SAMA Competency Assessment			
Certification board review			
<b>9 training units through SAMA Academy</b>	\$7,200	\$7,650	\$8,640
CORE 0 - SAM playbook: Foundational skills for driving superior customer results (2 training units)			
CORE 1 - Co-Discovery and strategic account planning (2 training units)			
CORE 2 - Value co-creation and monetization			
CORE 3 - Leading and influencing your strategic account			
CORE 4 - Managing the customer relationship and value journey			
Electives (2 training units required)			
<b>Total</b>	<b>\$9,700</b>	<b>\$10,150</b>	<b>\$11,140</b>

Pricing based on full prepayment of SAMA Academy training units. View our [cancellation policy](#). Pay as you go pricing below.

## Academy Workshop Pricing (per training unit)

	Training Unit Fee Worldwide, except Europe (in-person), Online and Self-led
Corporate Member	\$995
Individual Member	\$1,045
Non-Member	\$1,195

Classes that require 2 training units: CORE 0, CORE 1 and all Self-led workshops.

Prepayment of CSAM curriculum (9 training units through SAMA Academy) offers a 20% discount for Corporate and Individual Members.

## Terms & Conditions of Prepayment

To be eligible for prepayment, candidates must enroll in CSAM prior to taking their first CSAM course. Candidates must complete certification within 24 months from the date of payment, otherwise funds are forfeited. If a candidate needs more time to complete, they may extend funds for an additional 6 months by paying an extension fee of \$200 per unfinished course. Prepayment funds are non-refundable and non-transferable to other SAMA services, but may be transferred to a new or substitute training candidate within 24 months of the original payment date. For substitutions, a new candidate may take the place of a prior candidate within 6 months of the prior candidate leaving the program. The new candidate will owe the remainder of any prepaid costs, including enrollment fees.

CSAM workshops are offered through SAMA Academy events, which are available in-person, live and self-led. Open-enrollment SAMA Academy workshops feature a wide variety of companies and insights. For this reason, the number of representatives from a single company in public SAMA Academy workshops may be restricted. The capacity by company will vary depending on the style of workshop.


View workshop descriptions, a schedule and fees here: <https://strategicaccounts.org/en/training-certification/sama-academy>.

Corporate members interested in private delivery of all or part of the CSAM program should contact Libby Souder, Director, Knowledge, Certification and Training, at [souder@strategicaccounts.org](mailto:souder@strategicaccounts.org) or +1 (312) 251-3131, ext. 132.


## Individual membership special for non-members enrolling in CSAM

Non-member enrollees have the option to add two years of individual membership to their CSAM enrollment for \$500. View individual membership benefits at <https://strategicaccounts.org/en/membership/individual>.


# RESEARCH REVEALS:



SAM programs generate 43% more revenue growth than regular sales.



The certification journey is a powerful tool to enable SAMs to achieve top results.



Top-performing SAMs out-produce average SAMs by as much as 3x in terms of revenue growth, profit and customer satisfaction.

## CSAM =

- ✓ Training to the role of the SAM
- ✓ Coaching SAMs to ensure change management and results
- ✓ Tools specifically designed for SAMs to enable their work



For more information, email [certification@strategicaccounts.org](mailto:certification@strategicaccounts.org).

### SAMA Certification Team

#### Denise Freier

President & CEO

[freier@strategicaccounts.org](mailto:freier@strategicaccounts.org)

#### Libby Souder

Director, Knowledge, Training & Certification

+1 (312) 251-3131, ext.132

[souder@strategicaccounts.org](mailto:souder@strategicaccounts.org)

#### Stephanie Fahey

Business Leader – AMS  
CSAM Certification & Training

+1 (312) 251-3131, ext.122

[fahey@strategicaccounts.org](mailto:fahey@strategicaccounts.org)

#### Joel Schaafsma

General Manager, Research & Customer Experience

+1 (312) 251-3131, ext.117

[schaafsma@strategicaccounts.org](mailto:schaafsma@strategicaccounts.org)



S A M A

STRATEGIC ACCOUNT MANAGEMENT ASSOCIATION Tel: +1-312-251-3131 • [www.strategicaccounts.org](http://www.strategicaccounts.org)