



SAMA STRATEGIC ACCOUNT MANAGER CERTIFICATION

FOR PRIVATE GROUPS



SAMA'S MISSION STATEMENT AND PURPOSE

The Strategic Account Management Association (SAMA) is a unique, non-profit association focused solely on helping to establish strategic, key and global account management as a separate profession, career path and proven corporate strategy for growth.

We are devoted to developing, promoting and advancing global strategic customer-supplier value, collaboration and learning.



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SAMA recognizes that there are many companies that would like to certify their strategic account managers, but would like the training customized and taught in a private setting or may have an internal company-specific SAM certification already. If you do not already have certification training, SAMA can recommend training partners that can offer the entire SAMA certification curriculum and customize it to your company's needs to make the most of the investment in training. SAMA reviews the curriculum with the training partner and company and will certify the curriculum if it meets all the requirements or make recommendations to fill any gaps.



SAMA provides supplemental resources to reinforce and sustain the training. Once the certification requirements are met, newly certified SAMs receive a certificate from SAMA, social media and conference recognition, use of SAMA's certification logo and alumni benefits.



WHY CERTIFY?



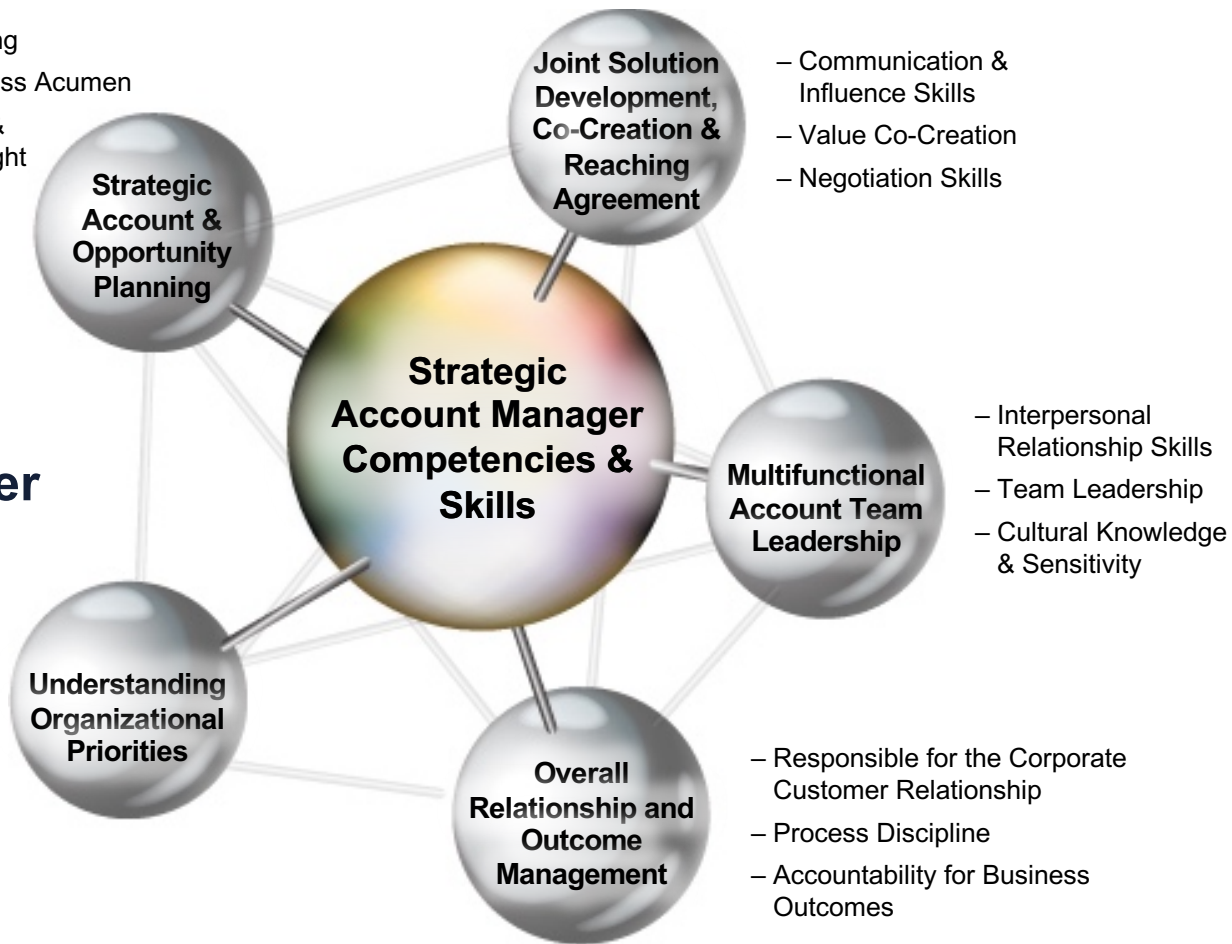
- SAM is not sales. A SAM has special traits that make him or her a SAM versus a sales person. The certification recognizes the value of the competencies of a SAM and that they have reached a certain level of skill.
- Establish a standard of excellence and desirable career path for the SAM position
- SAMA research shows that SAM specific training ranks in the top 3 success factors for strategic account growth.
- Demonstrate a commitment to key employees by investing in their career development
- Successful SAMs hugely impact business outcomes and the bottom line:
 - ✓ Superior growth
 - ✓ Superior profitability
 - ✓ Innovative and scalable customer solutions



- Strategic Thinking
- Financial/Business Acumen
- Value Analysis & Opportunity Insight

SAM Certification is based on SAMA's Strategic Account Manager Competency Model®

- Customer Orientation
- Company Knowledge
- Industry Knowledge
- Customer Knowledge



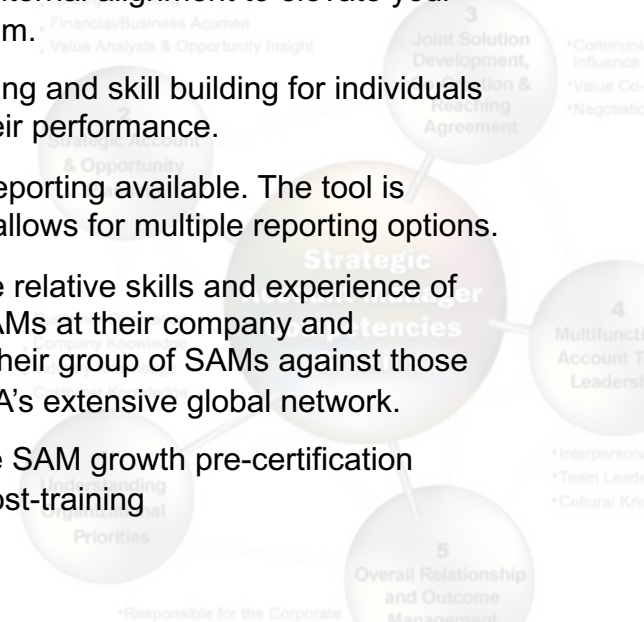
SAM Competency Assessment is based on SAMA's Strategic Account Manager Competency Model[®]

Even if your organization is doing everything right in terms of enabling the strategic value-creation process, you still need SAMs with the right skills and attributes to do the job. SAMA's 360-degree Individual Competency Assessment delivers a snapshot of the SAM's present-day strengths and weaknesses relative to the core competencies and skills needed to excel in the SAM role.



SAMA members have the option to use our Individual Competency Assessment to:

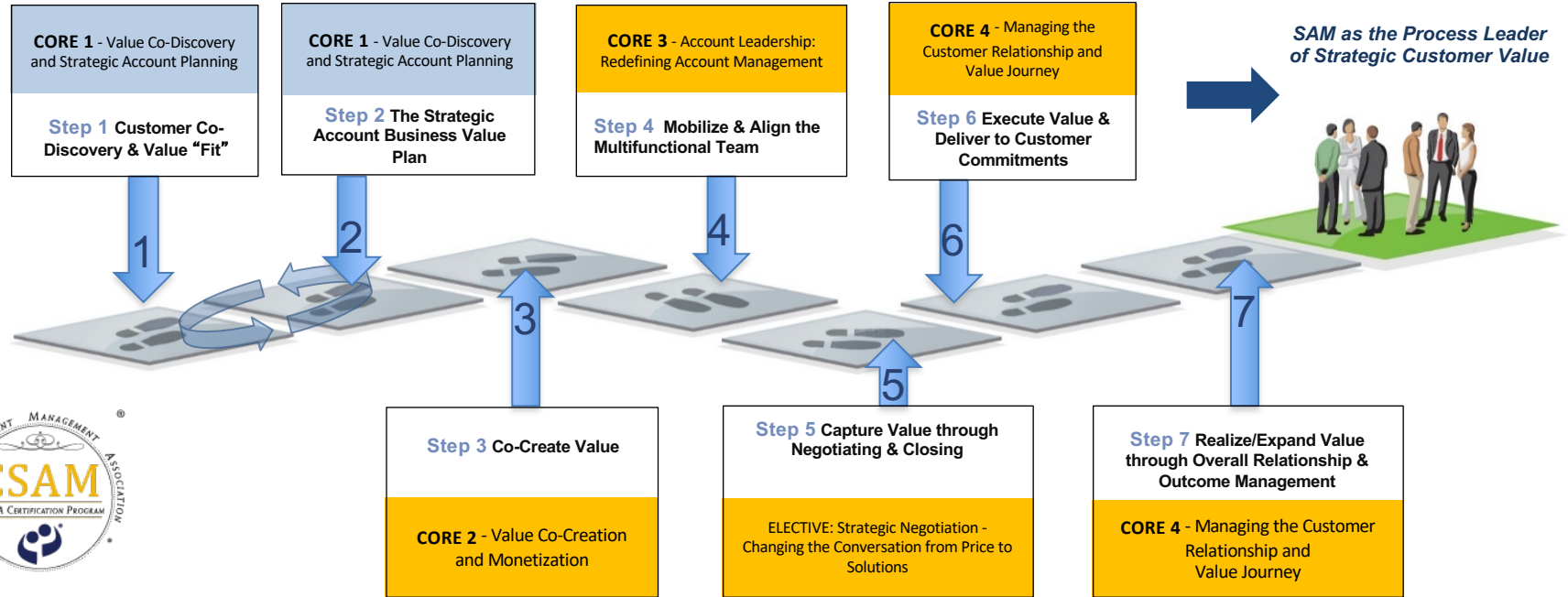
- Facilitate meaningful coaching and performance improvement paths.
- Encourage internal alignment to elevate your entire program.
- Identify training and skill building for individuals to bolster their performance.
- Customize reporting available. The tool is flexible and allows for multiple reporting options.
- Compare the relative skills and experience of individual SAMs at their company and benchmark their group of SAMs against those across SAMA's extensive global network.
- Demonstrate SAM growth pre-certification training to post-training



SAMA'S CORE PROCESS & CURRICULUM FOR SAM CERTIFICATION

Strategic Account Management Process (Strategic Value Selling) Priority Areas

CORE 0 - SAM Playbook: Foundational Skills for Driving Superior Customer Results



CORE 3 - Account Leadership: Redefining Account Management in Today's Market Place

Coaching modules for all workshops are provided to the SAM Managers to reinforce the behaviors and skills taught in workshops in-person or online.



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CERTIFICATION COSTS



- \$15,000 Curriculum Review Fee for SAMA Corporate Members
- \$33,000 Curriculum Review Fee for Non-Members which includes a SAMA corporate membership for one year
- \$4,000 Administration Fee per Certification Year
- \$225 Competency Assessment Fee per Person (if chosen to use in certification journey)
- Travel/expenses for SAMA staff if necessary
- Option for SAMA staff to participate in Certification Final Review. Pricing TBD based on membership benefits used and specific request.

*Fees exclusive of any training partner

APPENDIX



SAMA STEPS TO PUBLIC CERTIFICATION



1 STEP

1. CSAM applicants register and complete the SAM Competency Pre-Assessment and Enrollment Questionnaire

2 STEP

2. CSAM applicants complete the required curriculum (9 total days of training). Core 0, 1, 2, 3, 4 and your choice of two electives

3 STEP

3. SAM Managers follow coaching guidelines and webinars to reinforce the skills the SAM learned in each Core workshop

4 STEP

4. Final business case review and CSAM applicants complete SAM competency post-assessment

5 STEP

5. Designation awarded upon successful completion of all requirements and is able to receive CSAM alumni benefits

CURRENT SAMA ACADEMY OFFERINGS

- Core 0: SAM Playbook: Foundational skills for driving superior customer results
- Core 1: Value co-discovery and strategic account planning
- Core 2: Value co-creation and monetization
- Core 3: Account leadership: Redefining account management in today's market place
- Core 4: Managing the customer relationship and value journey
- E1 – Critical skills for strategic account managers (online)
- E2: Buyer's perspective: Create, communicate and quantify value for CxO impact (online)
- E3: Leading and managing a multifunctional team
- E4: Using presentations to drive customer engagement
- E5: Strategic negotiation: Changing the conversation from price to solutions
- E6: Selling to executives in this digital age: What every SAM must know
- E7: Business finance for everyone
- E8: Emotional intelligence for SAMs – How to create value in every interaction
- E9: Strategic Negotiation/Capture Value Skills (online)
- E11: Leading & coaching your SAM's performance
- E12: Coaching the behaviors that drive effective SAM execution
- E15: Value co-creation and strategic pricing
- E17: Managing your internal account: Enabling alignment and collaboration within your company





QUESTIONS & NEXT STEPS



Contact us for continued support, resources & professional development!

Harvey Dunham

Managing Director, Business Development

(312) 251-3131 Ext. 36

dunham@strategicaccounts.org

Libby Souder

Director of Knowledge, Certification & Training

(260) 573-1517

souder@strategicaccounts.org