

## 2019 Schedule of SAMA Academy

*Schedule is subject to change.*

For more information and updates, please visit [www.strategicaccounts.org](http://www.strategicaccounts.org).

### 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
- E6 - Selling to executives in this digital age: What every strategic account manager MUST know

### 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.

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*)

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Course	Course Length (Days)	Online course	San Diego October 14-17	Prague 12-14 November
CORE 0 - SAM playbook: Foundational skills for driving superior customer results	2		October 14-15	12-13 November
CORE 1 - Co-Discovery and strategic account planning	2		October 15-16	
CORE 2 - Co-creation & quantification of value	1		October 16 October 17	14 November
CORE 3 - Account leadership: Redefining account management in today's market place	1		October 17	
CORE 4 - Managing the customer relationship and value journey	1		October 17	
E1 - Critical skills for strategic account managers*	2			
E2 - Buyer's perspective: Create, communicate and quantify value for CxO impact*	2	✓ self-led anytime	October 14-15	13-14 November
E3 - Leading and managing a multifunctional team	1		October 16	13 November
E4 - Using presentations to drive customer engagement	1		October 14	14 November
E5 - Strategic negotiation: Changing the conversation from price to solutions	1		October 15	12 November
E6 - Selling to executives in this digital age: What every strategic account manager MUST know				12 November
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		✓ self-led anytime		
E10 - Coaching to the behaviors that drive effective SAM execution	1			
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			

\*Selected SAMA Academy workshops are now available online. For more information please visit our SAMA Academy website, [www.strategicaccounts.org/SAMAU/SAMAU](http://www.strategicaccounts.org/SAMAU/SAMAU).

*All workshops are open enrollment.*

# 2020 Schedule



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## 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
- E2 - Buyer's perspective: Create, communicate and quantify value for CxO impact
- E3 - Leading and managing a multifunctional team
- E16 - Monetization of value

## SAMA Academy Prague 10-12 March

*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
- E6 - Selling to executives in this digital age: What every strategic account manager MUST know

## 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
- 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

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- 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*)

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Course	Course Length (Days)	Online course	Fort Lauderdale Feb. 10- 13	Prague 10-12 March	Chicago July 20-23	San Diego Oct. 12-15	Berlin 10-12 Nov.
CORE 0 - SAM playbook: Foundational skills for driving superior customer results	2		February 10-11	10-11 March	July 20-21	October 12-13	10-11 November
CORE 1 - Co-Discovery and strategic account planning	2		February 10-11	10-11 March	July 20-21	October 12-13	10-11 November
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	12 March	July 22		12 November
CORE 4 - Managing the customer relationship and value journey	1		February 13	11 March	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	✓	February 12-13			October 14-15	
E3 - Leading and managing a multifunctional team	1		February 11			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				12 March			
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.\*