



**2022**

SAMA GLOBAL SUMMIT

October 26-27 · Virtual

<https://bit.ly/GlobalSummit22>

# What's the ROI?

## PROFESSIONAL DEVELOPMENT

- Learn directly from best-in-class companies what works for them, what challenges they have had to overcome, and what others are doing to prepare for the future of strategic account management.
- Gain tools, methodologies and mindset shifts from the world's foremost experts and thought leaders.
- Grow your network by making one-to-one connections with seasoned practitioners, consultants and academics.

## RETURN, RETURN, RETURN

- If you're not learning and growing, you're dying. It's always been true, but it's even more so as the pace of technology-driven change accelerates. Just one or two choice insights can repay your cost of attendance many times over.
- Take what you learn back to the office, become a coach and thought leader in your organization and for your customers.

**On average, SAMA members report double the growth rate for strategic accounts vs. non-strategic accounts.**

**2x**

## Who should attend?

SAM PROGRAM DIRECTORS

STRATEGIC/GLOBAL/KEY  
ACCOUNT MANAGERS

ACCOUNT TEAM MEMBERS

FIELD SALES SUPPORTING  
STRATEGIC CUSTOMERS

SALES & MARKETING EXECUTIVES

SENIOR MANAGEMENT (BUSINESS  
UNITS & GEOGRAPHIES)

SALES SUPPORT & OPERATIONS

SALES TRAINING & DEVELOPMENT

HUMAN RESOURCES

CHIEF SALES OFFICERS

# Schedule at a glance

Time is Central Standard Time (CST)

## Wednesday October 26

- 7:00 AM - 8:15 AM Opening Remarks and Session 1: Collaborative Leadership: How Leaders and SAMs Can Partner to Balance High Performance and Work-Life Alignment
- 8:30 AM - 9:30 AM Session 2: Supply Chain Issues: Formulating Future Plans Amid Global Political Uncertainty
- 9:45 AM - 11:00 AM Session 3: Navigating the Shift to New Digital Offers and the Value Prop for Customers
- 11:00 AM - 11:30 AM Post Event Networking/Speaker Q&A

## Thursday October 27

- 7:00 AM - 8:15 AM Opening Remarks and Session 4: Handling Difficult Conversations with Strategic Customers
- 8:30 AM - 9:30 AM Session 5: Reconnecting Sellers to Buyers
- 9:45 AM - 11:00 AM Session 6: Fundamentals for Building an Award-Winning SAM Program
- 11:00 AM - 11:30 AM Post Event Networking/Speaker Q&A

# 2022

## Interested in joining other like-minded attendees and watching the virtual summit together?

We invite you to view and network during the SAMA Global Summit. We're convinced that when we learn together, we learn more!

Select one of the two European "watch sites" and join in person. You must be registered for the Global Summit to attend an in person watch party. Upon registration, you will be asked to choose whether you would like to attend in person at a watch party or participate virtually. After you RSVP, we will share the participant list with the host site. You will be contacted directly with further details around hotels, round tables, and refreshments. The host watch site will open at 1:30 PM Central European time each day. These sites will follow the local COVID guidelines for that country, and as with any in-person event, you assume any personal risk.

**ARPEDIO**

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Birkedommervej 27, 2400  
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15 rue de Pontoise  
78100 St Germain en Laye,  
France

# 2022

## SAMA Global Summit

# Speakers



**Danielle Matteson**  
*Vice President,  
Strategic Accounts*  
**SG**



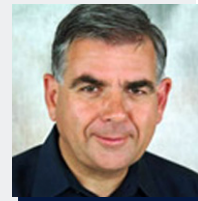
**John Pineda**  
*Partner & Director*  
**Boston Consulting Group**



**David J. Ward**  
*Principal*  
**Vantage Partners**



**Bill Moore**  
*President*  
**Industrial Profit Strategies**



**Martyn Lewis**  
*CEO, Founder*  
**Market-Partners**



**Shakeel Bharmal**  
*Senior Vice President*  
**The Summit Group**

### **Session 1: Collaborative Leadership: How Leaders and SAMs Can Partner to Balance High Performance and Work-Life Alignment**

*Level: All audiences*

Presenter: Shakeel Bharmal, *Senior Vice President*, The Summit Group

Given the business and personal revolutions and revelations of the past 3 years, it's time take a good look at how leaders of SAMs work with each other. The broad forces impacting our lives include less in-person time, and the need to re-organize how work fits into life. This has drawn attention to the fact that leaders and their SAMs need to re-evaluate how they work together to balance high performance and work-life alignment. The pressure for performance is higher than ever and SAMs (and their leaders) have more work to do than time to do it. The best and most efficient way to execute a strategy is not always known by the leader, yet they have a responsibility to help their SAMs figure out how to meet their goals. In this session, we will share some approaches and facilitate a conversation on HOW leaders and their SAMs can figure things out together. We will cover the 4 types of HOW conversations and the supporting Leader and SAM competencies that will elevate collaboration.

### **Session 2: Supply Chain Issues: Formulating Future Plans Amid Global Political Uncertainty**

*Level: All audiences*

Presenter: Bill Moore, *President*, Industrial Profit Strategies

Supply chain disruptions during the pandemic were a wake-up call to the world and created some of the most challenging times many of us have ever seen. Just when things seemed to be improving, the invasion of Ukraine set other problems in motion that have tangential impacts on many goods and services. Couple that with increasing political tensions around the world, one thing is certain: SAMs need to be thinking many moves ahead. What are some of the tools you have at your disposal to address customer concerns?

What are some of the tactics and strategies you should have at your fingertips as you prepare for both upcoming negotiations and regular business reviews with your strategic accounts?

Join Bill Moore, President of Industrial Profit Strategies, as he tackles these questions and wrestles with current supply chain issues.

Moore brings more than three decades of experience

working for an international company that facilitates in more than 80 countries and has sales locations in more than 130.

We hope this session will be full of crowd-sourced information sharing of best practices through our personal experiences.

### **Session 3: Navigating the Shift to New Digital Offers and the Value Prop for Customers**

*Level: All audiences*

Presenter: John Pineda, *Partner & Director*, Boston Consulting Group

In many industries, digital solutions have become a core part of the innovation, as subscription models are now essential for revenue stability. As companies shift to mainstream these new digital offers, customer-facing executives and their accounts face significant changes in how they choose to monetize these innovations. John Pineda has spent the last 10 years helping decision makers in sales, product, and pricing navigate the transition to new digital offers and pricing models. In this talk, he will cover some of the pitfalls and success factors of this shift and how that effects the value prop for customers.

## 2022 SAMA Global Summit Sessions *(continued)*

### Session 4: Handling Difficult Conversations with Strategic Customers

*Level: All audiences*

Presenter: Dave Ward, *Principal*, Vantage Partners

Rising inflation, geopolitical uncertainty, a looming risk of recession, and delivery challenges due to ongoing supply-chain disruptions. Today's landscape is a pressure cooker guaranteed to create difficult conversations with many customers. During this session, we will explore how to handle tough conversations in a constructive and collaborative way – without giving in to pressure tactics.

Topics will include how to:

- Initiate challenging conversations with customers, versus waiting for them to do so.
- Combine empathy with assertiveness when confronted with unreasonable customer demands
- Best to negotiate price increases
- Use difficult conversations to strengthen relationships

*"I think the presenters were extremely well prepared, and the content was rich. They tried hard to make it interactive, which added to the overall experience and learning."*

- 2020 Conference attendee

### Session 5: Reconnecting Sellers to Buyers

*Level: All audiences*

Presenter: Martyn Lewis, *CEO & Founder* Market-Partners

The simple fact that buyers don't engage with sellers until well into their buying journey is now well accepted, but the disconnect runs far deeper. In this session we will share the latest Market-Partners' research into how customers buy. We will examine what has changed in the buying journey, including issues related to the pandemic. Based on that understanding, we will then contrast how so many traditional selling approaches are out of step with today's buyer. We will then share a series of best practices that essentially modernize selling to harmonize with how today's buyer is buying.

### Session 6: Fundamentals for Building an Award-Winning SAM Program

*Level: All audiences*

Presenter: Danielle Matteson, *Vice President*, *Strategic Accounts*, AVI-SPL

SAM organizations face a multitude of challenges, many of which can spring from missteps in the creation and evolution of the program itself. AVI-SPL has created and sustained a successful SAM program with the goal of driving long-term value with their most important customers. In this session, you will get an inside look at how to design, build, and operate a SAM program that yields award-winning results, including SAMA's Outstanding Mature Program of the Year.

Key areas of focus include:

#### DESIGN:

- Create your vision: What is your North Star?
- Craft your center of excellence: What you can learn from product management

#### BUILD:

- Building the infrastructure (people, process & tools)
- How to translate infrastructure to client-facing features

#### OPERATE

- Finding the right metrics
- Keeping it alive with a product management lifecycle

# 2022 SAMA GLOBAL SUMMIT

## October 26-27

	Early-Bird Pricing (valid until Sept 26, 2022)	Full Price (price after Sept 26, 2022)
Corporate Member	\$390	\$490
Individual Member	\$490	\$590
Non-Member	\$590	\$690



### IMPORTANT REGISTRATION INFORMATION & POLICIES

#### Confirmation of registration

Confirmation of registration will be sent via email. If you do not receive confirmation within 24 hours, please contact our team at [registration@strategicaccounts.org](mailto:registration@strategicaccounts.org) or call us at +1-312-251-3131 and press option 3.

#### Payment

Payment in full is required in order to process registrations. We welcome payments in the form of American Express, Visa, MasterCard, Discover and wire transfer. Please contact SAMA at [accounting@strategicaccounts.org](mailto:accounting@strategicaccounts.org) for the most current wire transfer information.

#### Cancellation policy

Full credits will be issued up to 30 days from the start of the event. Full credit requests must be received in writing by 11:59pm CST on September 25, 2022. Within 30 days of the event, no credit will be issued. Credits will not be given for no-shows.

#### Questions?

Please contact [registration@strategicaccounts.org](mailto:registration@strategicaccounts.org) or call us at +1-312-251-3131 and press option 3.

26-27 OCTOBER • VIRTUAL

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