

# 2020 Schedule



For more information and updates, please visit [www.strategicaccounts.org](http://www.strategicaccounts.org). *Schedule is subject to change.*

## 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

## 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.

- 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*)

**\*All workshops are open enrollment.\***

## 2020 Schedule of SAMA Academy

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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              | 11-12 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        |                   |
| 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                 | 10 March           | July 22            |                      | 12 November       |
| CORE 4 - Managing the customer relationship and value journey  | 1                    |               | February 13                 | 12 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           |                      |               |                             | 10 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                    |               |                             |                    |                    |                      |                   |
| E16 - Monetization of value  | 1                    |               | February 13                 |                    |                    | October 15           | 11 November       |
|  |                      |               |                             |                    |                    |                      |                   |

*\*All workshops are open enrollment.\**