Key Elements of Successful Strategic Account Management Organizations

C-Level and Executive Sponsorship

Account Selection/ De-selection and Segmentation

SAM Program Roles and Talent Management

Internal Design, Structure and Alignment

SAM Process

- Customer Co-Discovery and Value "Fit"
- The Strategic Account Business Value Plan
- Co-Create Value
- Mobilize and Align the Multifunctional Team
- Capture Value through Negotiating and Closing
- Execute Value and Deliver to Customer Commitments
- Realize/Expand Value through Overall Relationship

Business Outcomes

- Superior Growth
- Superior Profitability
- Innovative & Scalable Customer Solutions
- Superior Customer Loyalty
- Risk Management
- Environmental Impact/ Sustainability

Strategic Customer Alignment and Relationship Management

Strategic Account Planning and Execution

Value Co-Creation, Capture and Realization

Strategic Customer and Program Metrics

Systematic Enablement of Strategic Account Management

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SAMA's Best-in-Class SAM Competency Model®

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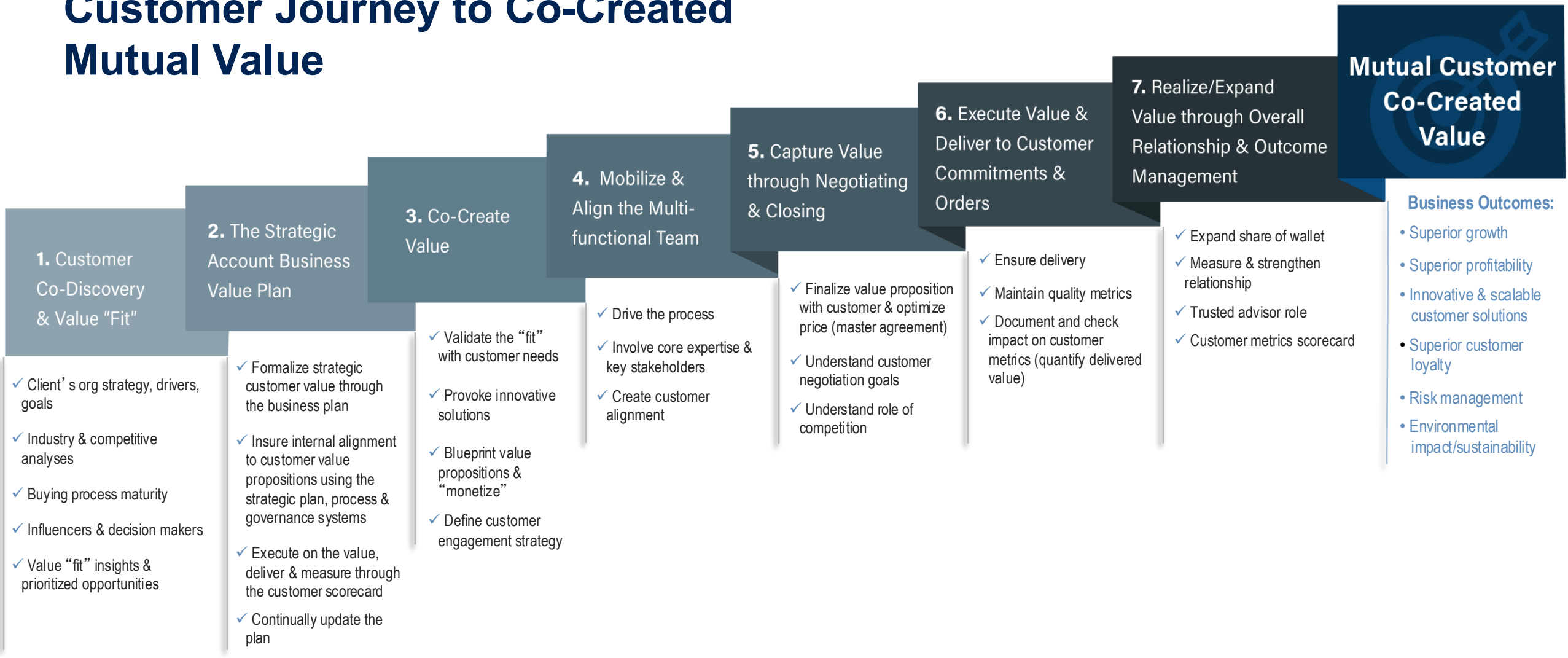
The Strategic Account Management Customer Journey to Co-Created Mutual Value



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