



STRATEGIC ACCOUNT MANAGEMENT ASSOCIATION

Are you doing everything in your power to protect your company's investment in strategic accounts?



**YOU NEED A SURE-FIRE PROCESS FOR TRANSFORMING YOUR
AVERAGE SAMS INTO OUTSTANDING ONES.**



S A M A

Average SAMs cost you in myriad ways.

- Too many of your SAMs are mired in “business as usual” at the expense of strategic initiatives.
- Your customer contacts either don’t advocate for you or don’t have the internal equity to do so effectively.
- Share-of-wallet with your strategic customers is stagnant or even declining.

This challenge is both widespread and significant.

- According to SAMA research, only 35% of SAMs are performing “above average” or “outstanding.”
- The gap between your best SAMs and “the rest” is huge.

Your struggle to transfer best practices from your top SAMs to the rest has real business consequences. That’s because average SAMs are:

- Just one-third as likely as top-performing SAMs to grow their accounts by double-digits
- Less than one-third as likely to increase profitability by more than 20%
- Only 20% as likely to post significant gains in year-over-year customer satisfaction



So how do you elevate ALL your SAMs to greatness?

TAILORED, COMPETENCY-DRIVEN TRAINING WILL ELEVATE YOUR SAMs FROM AVERAGE TO GREAT.

Harvard Business Review recently published the findings of research by Thomas Steenburgh and Michael Ahearne, who studied 2,500 B2B salespeople to determine why some companies get so much more out of their best strategic salespeople. They learned that the best companies:

- Use **competency assessments** and training programs to help execute their organic growth strategies
- **Customize** their training to meet individual needs
- Tie assessments to performance

Tailored, competency-driven training consists of four key elements:

1. A SAM competency model based on real-world data. This enables a focused assessment of your SAMs’ specific strengths and areas for improvement.


2. A huge breadth and depth of outcome-driven training offerings, methods and delivery models. This enables SAM-specific development plans tailored to the individual.


3. Support in executing the competency model and aligned training and coaching to individual SAMs


4. Independent certification and assessment tied to performance. SAMs must apply their training successfully with actual strategic customers.

To achieve distinctive, differentiating value for your company, only tailored, competency-driven training will consistently produce SAMs who dramatically outperform their peers. SAMA has spent years studying thousands of SAMs to (1) identify what they do differently and (2) develop a proven process for training to it.


ONLY SAMA PROVIDES COMPETENCY-BASED, SAM-SPECIFIC TRAINING WITH A SPECTRUM OF OPTIONS TO INDIVIDUALIZE IT.


 **Competency-based.** Our community draws from many of the most successful B2B companies in the world, whose work we use to develop a SAM competency model that has been adopted by hundreds of companies for screening, developing and deploying SAMs.

 **Breadth and depth.** As an independent, nonprofit organization dedicated to advancing the SAM profession, SAMA partners with the foremost experts in every area of strategic account management. Rather than having to research them all and choose just one, your relationship with SAMA offers you access to them all.

 **Individualized.** This flexibility allows us to offer a tailored, blended training curriculum that can include any and all of the following features:

- A la carte training through SAMA Academy: Take only courses in your SAMs' areas of greatest need.
- Online learning: Skill-building from wherever you are, whenever you need it.
- Blended learning: Take a mix of in-person training, online learning and in-house training.
- SAM Certification: SAMA offers 3 ways to certify SAMs – 1. Public workshops, 2. Private in-house customized workshops 3. Certifying graduates from your own in-house certification training.

 **Performance-based.** SAMA certification requires SAMs to demonstrate mastery of the SAMA competency model as judged by the individual's initial competency assessment. Certification is never granted unless candidates have demonstrated how they have successfully applied the techniques with actual customers.

 **Benefits the entire organization.** Manager involvement and breadth of training requirements mean the entire organization benefits from the certification process.

SAMA BOOSTS SAM SKILLS IN THE AREAS THAT LEAD TO ELEVATED BUSINESS RESULTS.

SAMA research reveals that no single factor has more impact on the success (or failure) of a SAM initiative than the skills and competencies of individual SAMs. Aggregated data from SAMA's hundreds of Certified Strategic Account Managers (CSAMs) shows an average 15% increase across the five most critical SAM competencies.

Understanding organizational priorities: 14% ↑

Strategic account and opportunity planning: 18% ↑

Joint solution development, co-creation & reaching agreement: 16% ↑

Multifunctional account team leadership: 14% ↑

Overall relationship and outcome management: 13% ↑

3M, the global industrial manufacturing company, engaged SAMA in 2017 to review and validate its internal SAM certification program. Since then, 3M has graduated more than 120 strategic account managers through its program. Why does one of the world's most innovative companies trust SAMA to validate how it trains and certifies its SAMs?

Says Kourosh Motalebi, 3M's Senior Business Leader for International Strategic Business Development & Strategic Innovation Partnership:

"We at 3M are excited about our collaboration with SAMA in certifying and validating our strategic account managers' skill sets, mindset and approach as leaders to engage and serve our valued global customers."

SAMA TRAINING WORKS.



How?

AVI-SPL, the leading digital workplace services provider for organizations globally, embarked on a strategic accounts program in 2017 to strengthen how it delivered collaboration technology solutions to its global accounts. After staffing its program from within, AVI-SPL recognized that its talented SAMs needed to boost their skills in co-creating solutions with customers that impact the business metrics their customers value most.

AVI-SPL enrolled all of its SAMs in SAMA's Certified Strategic Account Management program, and the early results have been dramatic:

- Annual customer savings of nearly \$12 million due to AVI-SPL's digital workspace solutions
- Dramatic year-over-year spikes in customer satisfaction metrics like "Value of interacting with AVI-SPL" (9.5 to 9.9) and "Relevance of content and sessions" (8.8 to 9.6)
- 225% year-over-year revenue growth for the strategic accounts portfolio
- Portfolio has grown from 10% of overall company revenue to 15%.

Joe Laezza, AVI-SPL's SVP of Global Accounts, had this to say about the value of SAMA's tailored, competency-driven training: *"SAMA's training accelerated our efforts to deliver on AVI-SPL's global commitment to consistently deliver a world-class experience through customer-specific playbooks created to ensure everything is done 'The Customer Way.' The CSAM certification supercharged our talented GAM team to recalibrate how we can most effectively work hand-in-hand with our top customers."*

SO WHY INVEST IN SAMA TRAINING FOR YOUR SAMs?

Your C-suite has invested aggressively in strategic accounts, so they expect a big ROI. And yet you have limited resources to put into SAM professional development. SAMA training is the best use of those limited resources.

Through our work with thousands of SAMs from companies of all maturity levels, SAMA can co-create with you tailored, competency-based training that will elevate your SAMs in those ways that directly lead to outstanding business results.

If you're ready to start moving your SAMs from good to great, contact SAMA to talk about what training options fit best with your needs.

GRADUATE COMPANIES INCLUDE:

3M	Arcadis	CH Robinson	Endress + Hauser	Land O Lakes	Pall	SAFC	Vallourec
AAK	Astellas	Copyright Clearance Center	Experitex, Inc	Lonza	Parker Hanafin	SKF	Varian Medical Systems
ABB	AVI-SPL	Crown World Mobility	Gilbane	MedHOK	Pentair	Sonoco	Wajax
Abbott	bioMerieux	Cushman & Wakefield	Hovione	Medtronic	PolyOne Corporation	Stryker	Xerox
Agilent	Boehringer Ingelheim	Elanco	HUB International	Merck/MSD	Premier	Stryker Canada	Zurich Insurance Group
AmerisourceBergen	CareStream	Emerson Automation Solutions	Johnson & Johnson	Microsoft	RealPage, Inc.	Sunovion	
AMN Healthcare	CFAO Technologies		Konica Minolta Business Solutions	MilliporeSigma	Regeneron	T.D. Williamson	
Ansell				Novozymes	Roche	TNO	

