



## The Incredible Value of Strategic Account Management in a Transforming Economy

19 January 2009 • 10.30 h. - 16.30 h.  
Essec Business School - La Defense Campus - CNIT  
Metro / RER = La Defense Grande Arche  
Paris

These are challenging times, but they can also be exciting times for business practitioners. Indeed, uncertainty is growing and your customers feel the same uncertainty, which means they are open to creative thinking and innovative solutions that directly address their needs.

Recent SAMA research gives us ample evidence that a strategic accounts approach yields measurable, additional organic growth for large companies.\* In addition, strategic account management programmes have a major impact upon customer satisfaction, which is 43 percent higher where account programmes are well-developed than where there is no SAM programme. A strategic account management approach to customers is the best way for suppliers to succeed in today's challenging environment.

At this event, you will hear from business experts and practitioners who can talk about what their companies—management, executives and SAMs/teams—are doing to address the current challenges

imposed by the tightening of local and global economies. You will learn what strategic account managers and their companies need to do – not only retain top customers but also to position themselves for new future growth when markets open up. We hope you will join us in Paris!

*\*2008 Report on Current Trends and Practices in Strategic Account Management*

• **SAM as a Driver of Change: Building Mutual Shareholder Value for Yourself and Your Customer**

Ian Helps - Client Executive, Invensys Systems (UK)

• **Making the Difference by Improving the Business Acumen**

Bertrand de la Fouchardière - Global Key Account Manager, 3M France

• **Scaling for Customer Success during Market Transitions**

Nick Watson - VP Strategic Accounts - Global 3.0, Cisco

Corporate member = €250

Individual member = €300

Non-member = €350

Your full registration fee for this Best-Practice Forum can be applied to the 2009 SAMA Pan-European Conference in Berlin, 8-10 March 2009. Contact SAMA for details!

|                   |  |  |                                  |  |  |                              |  |         |
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**Method of Payment** Fees must be paid at time of registration in Euros ONLY.

**A: Credit Card**  MasterCard  Visa  American Express  Discover

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**C:**  **Wire transfer** Please email Rhodonna Espinosa at [espinosa@strategicaccounts.org](mailto:espinosa@strategicaccounts.org) for wire information.

