

## Maximizing Strategic Accounts for the New Economy

7 December, 2009

ESSEC Business School - CNIT - La Defense

Metro / RER = La Defense Grande Arche

### Differentiated Value Propositions for Large Accounts vs. Key / Strategic Accounts

Pierre Oudin, Commercial Director, OEM Activity France, SOMFY

### Sales Transformation: How to Optimize the Strategic Wins

Olivier Robinne, General Manager and Director, Southern Europe, Global 500 Customer Division of Dell, Inc.

### Refocusing Your Strategic Account Management Program to Maximize Customer Market Share Growth & Loyalty

Martin Flurschuetz, Account Management Program Director, Siemens

### Agenda:

- 9.00 Welcome coffee/informal networking/registration
- 9.30 Differentiated Value Propositions for Large Accounts vs. Strategic Accounts (Pierre Oudin, SOMFY)
- 11.00 Coffee break
- 11.30 Sales Transformation: How to Optimize the Strategic Wins (Olivier Robinne, DELL)
- 13.00 Networking Lunch
- 14.00 Refocusing the Strategic Account Management Program (Martin Flurschuetz Siemens)
- 15.30 Wrap / Key Takeaways (Bernard Quancard, SAMA)
- 16.00 Adjourn

Corporate member = €250

Individual member = €300

Non-member = €350

**Your full registration fee for this Best Practice Forum can be applied to the 2010 SAMA Pan-European Conference in London, 28 February - 1 March, 2010. Contact SAMA for details!**

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