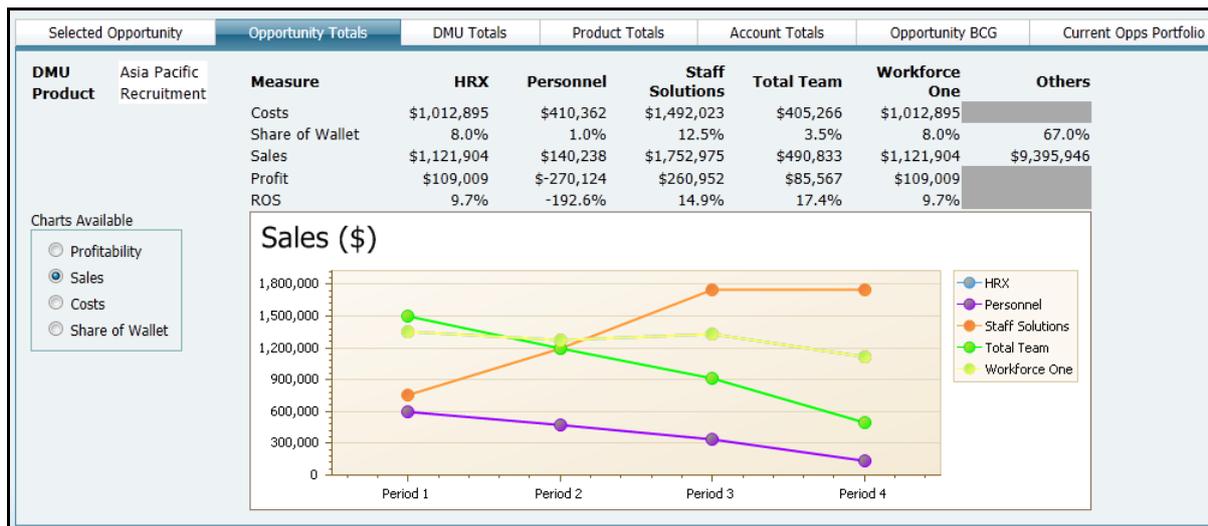


Enhance account management teaching with the SAM2Win Simulation



“This was a very good experience which has taught me a lot about business. I have wanted to experience something like this which can show me whether I am ready for business and this game did. I am now confident I am ready.” - Student feedback

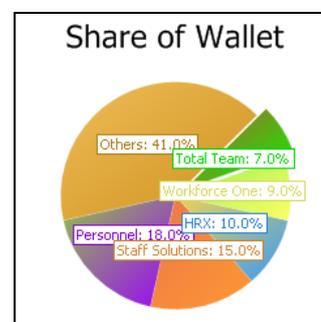
The SAM2Win Simulation is the foundation for a serious business game used to develop many of the core skills needed to be a successful Strategic (or Key) Account Manager.



Learning Outcomes

By allowing users to both learn and practice being a good strategic account manager, on completion of the simulation, they will be able to:

- manage a complex client in a dynamic competitive market
- better prioritize sales opportunities
- diagnose and deal with different procurement situations
- create better and more competitive value propositions
- pro-actively develop a better strategy for growth
- write better account plans



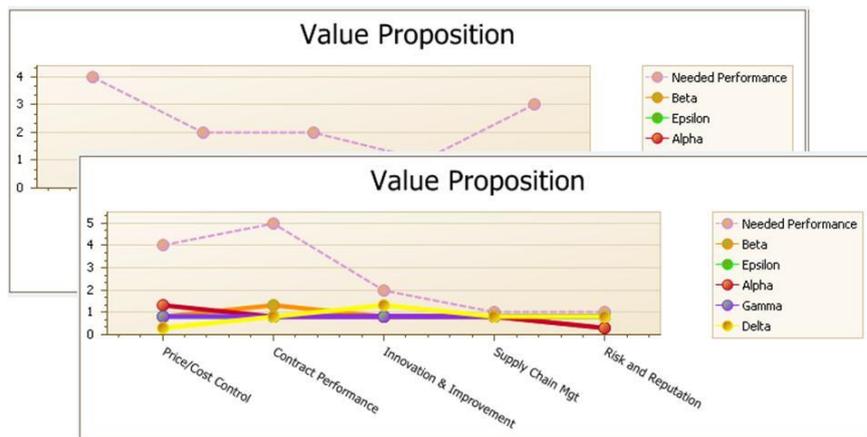
The Simulation has been developed from our long experience of working with key account teams in multiple industries and is supported by Professor Malcolm McDonald, Emeritus Professor at Cranfield University, Honorary Professor at Warwick Business School and one of the world’s leading experts in strategic sales and marketing.

It is available online and is based on the highly successful Market2win Simulator platform which is used by many Business Schools to teach masters level strategic marketing.

How it works

Teams are setup to represent suppliers competing for the business of a complex strategic account. Typically, there are five suppliers competing against each other in a global marketplace for the business of a global account. The global account itself has many buying centres and wallets to compete for and operates in a dynamic and sometimes volatile market.

To beat their competitors the winning team will need to demonstrate superior customer insight, focus, anticipation, strategic agility and account plan execution.



Users have a simple, **easy to use interface** which allows them to quickly learn about their own company, their competitors and the strategic account.

Various **reports** can be accessed that provide key information about the account, the marketplace, the products/services and key trends. These help users understand the account relationship and its

changing landscape. They also help users understand different buying situations and the importance of having superior customer insight.

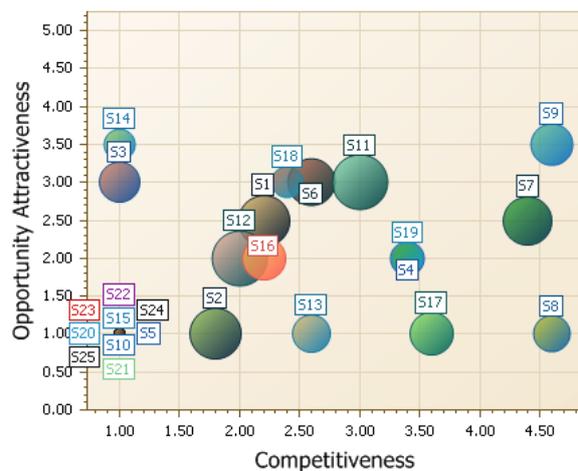
A **performance screen** provides powerful information on their company's current performance with the account including metrics on sales, costs, profits, share of wallet, account potential and performance. Users can zoom in to view their company's performance for each opportunity in detail. This helps users understand how these metrics connect together and provides a detailed performance dashboard.

Opportunity Portfolio charts provide useful summaries of opportunity growth rates, share of wallet, future attractiveness and current competitiveness. These charts help users formulate their customer strategy and articulate it clearly.

Users need to decide **where to invest, when to invest and how to invest** in their **value proposition**. This requires the best customer assessment, the best competitor analysis, the best customer insight, clear focus and a powerful customer strategy. They also need to strike a balance between quick wins and longer term gains.

Included in the Simulation is an **account planning template** which is used to discuss and capture the company strategy. This can be retained by users after the game has finished as a practical tool to support their own account planning process.

Opportunity Matrix



Key benefits

Often, people know the theory but do not have a chance to practice it. Through using the SAM2Win Simulation students do not just learn about account strategy, they get to practice it repeatedly in dynamic competitive conditions. Like any professional who must master their art, this helps them develop the right skills to grow your most important accounts.

The SAM2Win Simulation helps to develop the SAM, KAM and GAM leaders of the future

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