

Market2Win and the Malcolm McDonald Academy

SAM2Win Simulation

Tutorial Videos

The SAM2Win simulation processes and procedures will become much clearer if the team watches each of the videos posted on the YouTube platform.

These videos complement the Help section materials and resources accessible through the small blue question mark symbols.

Access the videos from the SAM2Win Home page:

1. Click on the Folders icon
2. Click on the blue box titled Welcome to SAM2Win to open the Welcome presentation
3. Watch all of the videos referenced on slide 2 of the presentation (also listed below)

SAM2Win explanatory videos:

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|------------------------------|---|
| 1. Suppliers: | https://youtu.be/mwHCncitc9g |
| 2. Research Reports: | https://youtu.be/oQRKEv7QCCY |
| 3. Performance: | https://youtu.be/Ub-77_dkAG4 |
| 4. Decisions: | https://youtu.be/3P31xI6d41U |
| 5. Tools: | https://youtu.be/Bsckc-ZR0WI |
| 6. Support Documents: | https://youtu.be/tRD9nxNq05U |
| 7. Account and Exit: | https://youtu.be/xPhPe2-s_7g |
| 8. Budgets: | https://youtu.be/F7a-ZkkOBQ |

Models

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| 1. Opportunities BCG: | https://youtu.be/QUeH11GUg1Q |
| 2. Target Opportunities Portfolio: | https://youtu.be/qX4ueyQY30E |
| 3. Value Propositions: | https://youtu.be/QNZYt0pnsnw |
| 4. Procurement Portfolio (or Kraljic) Matrix: | https://youtu.be/bTBbNv1IGSk |
| 5. Procurement Types Matrix: | https://youtu.be/6Fs-gFAI7e4 |
| 6. Business Relationship Development Model: | https://youtu.be/7-5yUovCvkE |

The videos are also accessible in The Malcolm McDonald Academy (MMA)

<https://themmacademy.teachable.com>,

- a. Register for the free MMA account
- b. Scroll down to the course labeled SAM2Win: Supporting Video Tutorials
- c. Enroll in the Course.

There are other courses such as *Key Account Management: Global Best Practice* or *Quantified Value Propositions* as well as resources on the Malcolm McDonald Academy site; however, charges may apply.