

## Market2Win and the Malcolm McDonald Academy

### SAM2Win Simulation

#### Welcome and Getting Started

4.22.2021 pmp

#### Instructors and Participants

In order to participate in the Market2Win (M2W) SAM2Win simulation, an email account, computer, and Internet access is required. Reference the Technical Requirements.

Market2Win (M2W) will send an email to each game participant requesting verification of the email address used to register. The verification email must be returned to complete the enrollment process

At the start of the game, begin by becoming familiar with the SAM2Win Simulation Home screen, its features, and functions. Watch the **Getting Started** video. Use the link (<https://youtu.be/Jq8gmhXhZuM>)

The Login ID and password will be sent to each participant by M2W. Login into the SAM2Win simulation at (<http://mkt2win.cloudapp.net/pages/Login.aspx>)

Each team is assigned to a particular global corporation such as HRX. The assigned corporation's name is located at the top right corner of the home screen.

Current Period 2 is the starting point of the game. The game Period indicator is located in the top left corner of the home screen which change as the team processes through each Period.

Period 2 is the second half of the assigned company's financial year one. Each Decision Period is six months long.



A. Click the Folders icon "Support Documents", second row, second icon.

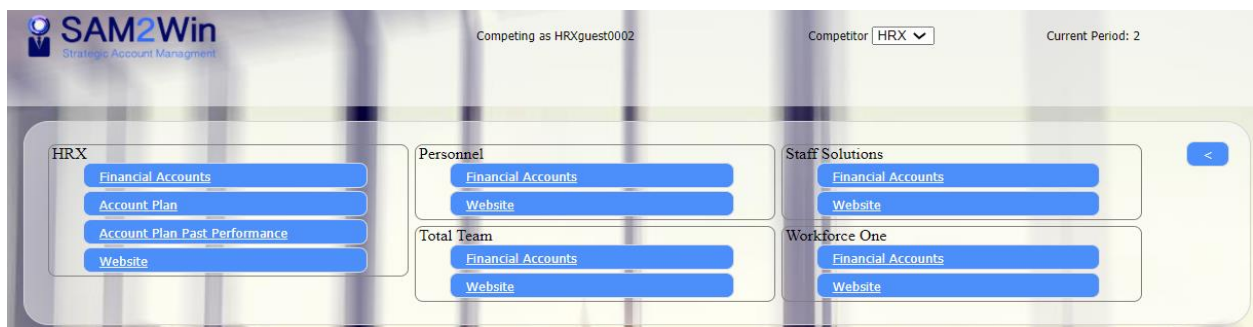
## SAM2Win: Welcome and Getting Started

1. Click on the "Welcome to SAM2Win" blue box to download the Welcome presentation.
  - a. Review the Welcome slides
  - b. Watch all the tutorial videos listed on page 2 of the presentation; the video links are listed on page 4
  - c. Review the tools and case studies
  - d. Read the articles *What is a Strategic Market* and *Understanding Market Segmentation* articles.



Close the Folders window and return to the Home screen

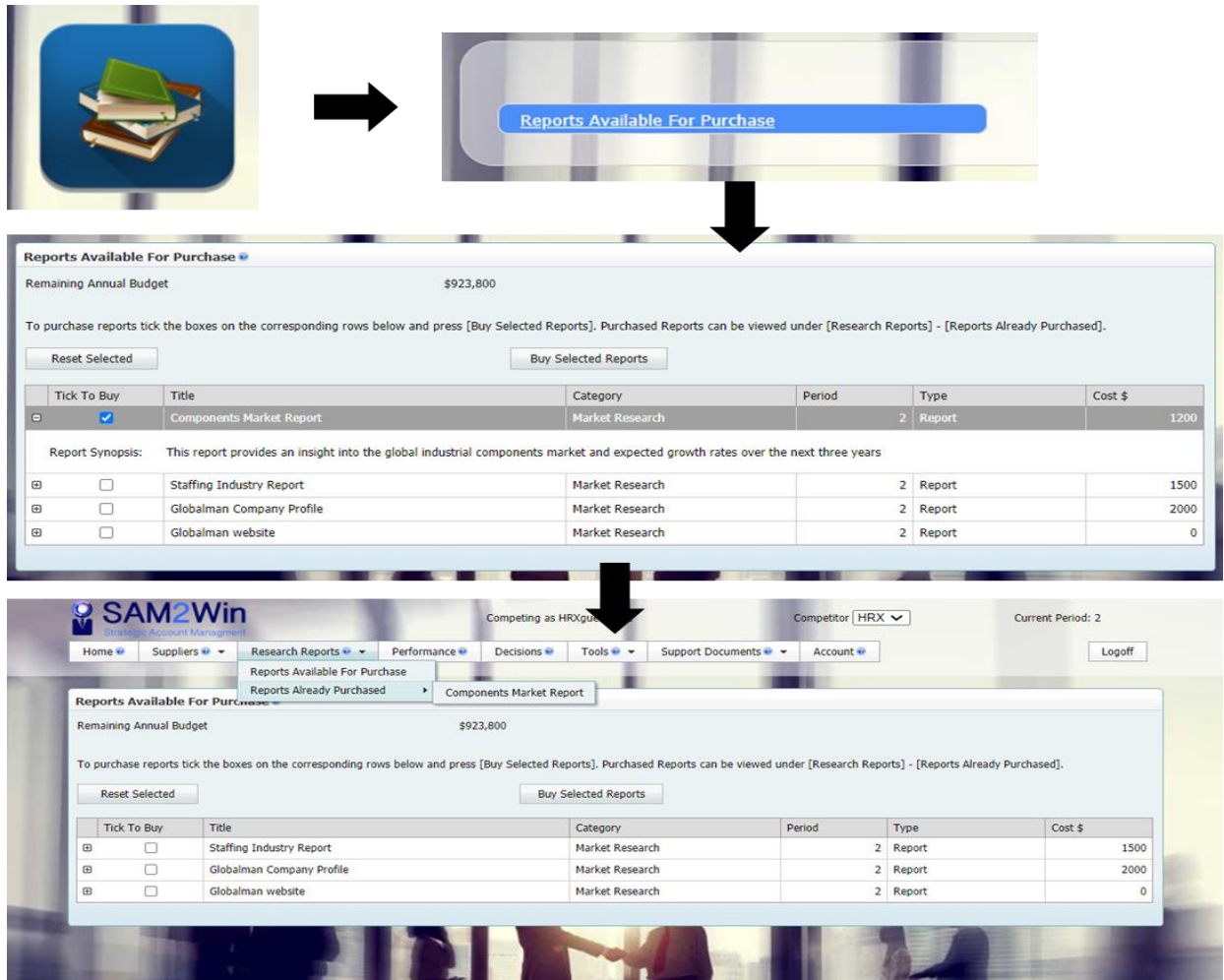
- B. Click on the Globe icon – “Suppliers”.
  1. Read the corporate reports i.e., HRX or Workforce One
  2. Click on the Account Plan to download the document
  3. Review the Financial Accounts documents
  4. Click on each the competitors’ blue box Websites to review geographic data, product offerings and so on



Return to the Home screen

- C. Click on the Books icon - “Research Reports”.
  1. Click on *Reports Available for Purchase*
  2. Click on the small “+” button to read a short synopsis of each report
  3. Check the box for any reports that the team may want to purchase
  4. Click on the *Buy Selected Reports* button
  5. Click on the horizontal menu bar to access the *Research Reports* button, *Reports Already Purchase*,
  6. Click on *Reports* to open and read the reports

## SAM2Win: Welcome and Getting Started



## 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:

1. **Suppliers:**
2. **Research Reports:**
3. **Performance:**

<https://youtu.be/mwHCncitc9g>

<https://youtu.be/oQRKEv7QCCY>

[https://youtu.be/Ub-77\\_dkAG4](https://youtu.be/Ub-77_dkAG4)

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|------------------------------|---|
| 4. <b>Decisions:</b>         | <a href="https://youtu.be/3P31xI6d41U">https://youtu.be/3P31xI6d41U</a> |
| 5. <b>Tools:</b>             | <a href="https://youtu.be/Bsckc-ZR0WI">https://youtu.be/Bsckc-ZR0WI</a> |
| 6. <b>Support Documents:</b> | <a href="https://youtu.be/tRD9nxNq05U">https://youtu.be/tRD9nxNq05U</a> |
| 7. <b>Account and Exit:</b>  | <a href="https://youtu.be/xPhPe2-s_7g">https://youtu.be/xPhPe2-s_7g</a> |
| 8. <b>Budgets:</b>           | <a href="https://youtu.be/F7a-ZkkOBQ">https://youtu.be/F7a-ZkkOBQ</a>   |

## Models

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

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.

## Technical Requirements:

In order to participate in the SAM2Win simulation, an email account and access to a computer and the internet is mandatory.

### Software:

Compatible with Microsoft Word, PowerPoint and Excel and PDF documents.

### Browser requirements:

The latest version of Google Chrome is recommended although the software works on most browsers such as Firefox.

### Additional requirements:

Certain courses may require additional software and resources which will be communicated to the participants upon registration and or at the launch of the simulation.

YouTube, Google, or Vimeo may be used for the simulation delivery. If these platforms are blocked participants may have difficulty in accessing course content.

Please check with Market2Win before registering for the course if there are any concerns about technology that may affect the ability to participate.