

SAM2Win Simulation©

Syllabus Example

Process

Participants work in teams taking on the go-to-market role of one of five different global sellers who compete against each other for the business of a complex global key account. Each team runs their company in a competitive market setting which forces them to take risks and anticipate competitor strategies.

Participants are tasked with the analysis, strategy formulation, tactical execution, and the management of the financial resources to achieve their specific goals and objectives within a complex international B2B corporate environment.

To win the game, the seller (team) needs to gain a deep understanding of the buyer's needs, read the changing relationship landscape, correctly assess the competition, develop a cohesive account growth strategy, and execute the plan successfully. The winning team captures the majority of the market share and profits.

Each team has three to five participants who take on the role of a key account manager or specific departmental function such as a finance director.

Note: numerous games can be run simultaneously.

Prior to the start of the game each participating team receives a description of their assigned hypothetical corporation as well as industry research reports. The teams are tasked with making the strategy, planning, financial, managerial, marketing and selling decisions.

Each team is responsible for inputting the decision data into a program built on a set of mathematical models that provide a link between the operating results and operating decisions of each of the competing teams, as well as the external environment -the market.

The simulation also includes behavioural equations, such as demand and cost functions, and a set of accounting formulas that have been programmed, and the individual decisions of each competing seller (team).

Learning Outcomes:

- Developing decision maps; analysing and predicting decision outcomes
- Identifying the top three market sector priorities
- Assessing market trends to gain insight into market segmentation.
- Identifying the best long-term opportunities built on the current investment.
- Anticipating and respond to changing market dynamics.
- Analysing buyers needs and purchasing preferences.
- Segmenting a global key account into its needs-based opportunities and market demand

- Understanding how all the levers of the business operate and which levers drive which outcomes of success.
- Evaluating competition and other environmental factors
- Identifying opportunities and threats and strengths and weaknesses
- Determining value of R&D investment and innovation
- Reading financial reports to capture insights.
- Building viable financially quantified value propositions
- Recognizing the impact operational decisions have on financial performance; understand how every decision transcends the entire organization and how the impacts are manifested in results and increases or decreases in key metrics such as cash and budget, market share and profitability.
- Developing and executing revenue and profit growth strategies
- Making adjustments and corrections to the strategy to drive future success.

Abilities acquired may include:

- Developing and integrating the core management processes, procedures and methods requisite to a sustainable key account management function
- Gaining a deep understanding into the role and responsibilities of a global key account manager
- Building the capabilities required to identify, manage, and retain global key accounts
- Creating the appropriate strategies, line organizations, systems and processes, and human resources to serve the global account effectively and efficiently
- Grasping the significance of the impact of ethics and corporate social responsibility on the global account relationship
- Ascertaining the environmental, risk, financial, legal, and political constraints which impact key account management strategies and tactics
- Identifying and addressing the internal and external barriers to implementing key account programs
- Creating a governance model for key accounts using financial valuations, relevant metrics, and other platforms to drive efficiency and effectiveness in the management of the buyer and seller relationship to facilitate a stronger, expanding partnership
- Recognizing the competitive advantage and rewards attained from a viable global account function versus a product advantage

Syllabus and Schedule:

Example

Time:

Six decision rounds of 1.5 to 2 hours each - approximately 12 to 18 hours

Duration:

12 weeks

Weeks 1 - 4: Segmentation

First Decision Round / Periods 1 – 2:

Ed Bradford, Managing Director, Markt2Win Ltd - introduction to SAM2Win resources and tools and game launch and Decision Period 2 overview

- Using analysis and decision-making processes to develop effective key account strategies
- Segmenting key accounts in with the objective gain market share, higher profitability and increase competition differentiation
- How to use segmentation analysis to decide where to compete

Weeks 5 – 6: Targeting

Second Decision Round / Period 3:

- Understanding and using the portfolio analysis tools
- Ensuring the key account strategy is aligned with the buyer's procurement strategy
- Identifying current opportunities which will drive sustainable future growth opportunities

Weeks 7 – 8: Positioning

Third Decision Round / Period 4:

- Understanding how to develop financially qualified value propositions and how to spot the gaps and revenue potential that lies within them
- Positioning the brand to address buyer's needs and wants
- Creating financially quantified value propositions

Weeks 9 - 10: Account Planning

Fourth Decision Round / Period 5:

- Identifying the differences between average and superior account plans
- Integrating “strategy” into the key account management plan
- Using the plan to secure the required resources

Weeks 11 - 12: Implementation

Fifth Decision Round / Period 6:

- Revising and executing the plan
- Implementing plan in a changing dynamic global marketplace.

Weeks 13 - 14

Debrief Video

Feedback and review of teams and the outcomes

Credentials sent to all participants from Market2Win who successfully completed the simulation