



Practitioner Program

**Building lasting customer
relationships and
orchestrating growth**

A 2-day training for sales leaders
and key account managers

September 16-17, 2026
Presswerk Arbon, Switzerland

WHY YOU SHOULD ATTEND

Strong and resilient business-to-business (B2B) relationships are a core asset for any company. But today's uncertain world requires breakthrough ideas and winning strategies for sustainable growth in your B2B relationships. This program lets you develop and test a game-changer plan for a customer relationship of your choice. You will walk away with a 1-page roadmap to change the conversation with your customers forever.

WHAT YOU WILL GET

You will learn the fundamental principles of Triple Fit Strategy and the Triple Fit Canvas, a diagnostic and action framework to create 10x value in business relationships. During a series of interactive sessions, you will explore the five steps of the Triple Fit process and apply it to a real-life customer relationship. You will also have the opportunity to spend 1:1 time with Prof. Christoph Senn, the inventor of the Triple Fit Canvas, and his team of Triple Fit coaches. To support your implementation work, a 3-month subscription to the Triple Fit 360 digital toolset is included too.

WHO SHOULD ATTEND

You should have a sales, key account management or business development role, or be a sales leader or business owner in charge of one or several B2B customer relationships. We welcome participants from all industries at any level of experience, from large to small companies. Teams will benefit from the cross-case learning and create a shared language for joint value creation with their customers. The program will be facilitated by Prof. Christoph Senn and his team. The program's language is English.

PROGRAM DETAILS

Dates: September 16-17, 2026

Location: Presswerk Event Hall, Arbon, Switzerland

Fee: CHF 1'950 (plus Swiss VAT where applicable)

For team discounts, please contact us directly.

Program participation includes:

Personal attendance of all sessions, access to training materials, 3-month license for Triple Fit 360 toolset, Triple Fit Strategy Book (HBR press, 2024), e-Certificate.

FEEDBACK

„Great content and practical examples.“

„Great dynamic during all days. I tend to become bored when attending courses, but here it was not the case at any time!“

„I can do now in one day what I needed five days before.“

„The Triple Fit Canvas brings structure to chaos in B2B relationships.“

„The program helps expand your knowledge about how to stop selling and start collaborating with your customer - and adding value to the B2B relationship.“



HOW THE PROGRAM WORKS

Day 1

Sessions

From product-centricity to customer-centricity

1. Understand the Triple Fit framework and process
2. Define the characteristics of high-performing relationships
3. Conduct your first relationship maturity check

The tools we'll be working with:

- The Triple Fit Canvas
- The Hot Issues Matrix
- The Booster Zone Grid

Day 2

Sessions

From wish lists to validated growth plans

4. Develop a game-changer strategy for your customer
5. Craft a compelling story for your stakeholders
6. Test your pitch in a safe environment

The tools we'll be working with:

- The Triple Fit Story
- The Orchestrator Mindset
- The Growth Champion Profile





YOUR INSTRUCTOR TEAM



Christoph Senn
INSEAD Professor and
CEO Valuecreator AG



Mehak Gandhi
Head of Research & Training
Valuecreator AG



Ernst Zollinger
Associate Partner &
Triple Fit Coach Valuecreator AG



Céline Borter
Event & Office Manager
Valuecreator AG

LOCATION

A historic brick building in industrial style, spacious, light-flooded halls with high ceiling and modern equipment: the former pressing plant presents itself as a unique location, characterized by industrial flair and urban romance

4 hours from Amsterdam, Frankfurt, Milan, London, Nuremberg, Paris, and Vienna, 2 hours from Innsbruck, Munich, and Stuttgart, 1 hour from Zurich, 15 min. from St.Gallen

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