

# The B2B Sales Race: How Buyers and Sellers Team Up for the Win



## Value Creation Summit 2026

Annual Conference for Sales and Procurement  
Professionals and Business Leaders

September 18, 2026  
Presswerk Event Hall Arbon, Switzerland

 **Valuecreator**

# PURPOSE

The 2026 Value Creation Summit, themed "The B2B Sales Race: How Buyers and Sellers Team Up for the Win," is an accelerated one-day event experience designed to redefine the traditional sales dynamic. This summit focuses on the high-stakes collaborative partnership required to cross the finish line together, equipping sales professionals and business leaders with the elite strategies and co-creation tools needed to turn transactional hurdles into shared victories. Topics include:

**Synchronizing the Winning Strategy:** Success in the "Sales Race" isn't about beating each other; it's about running in tandem. Attendees will learn to align their internal growth objectives with the buyer's evolving needs, ensuring both parties are geared for maximum performance and velocity.

**The "Pit Crew" Partnership:** We explore how to move beyond supplier status to become a core part of the buyer's team. We focus on deep-tier trust, transparent communication, and the mechanics of fostering long-term, high-output partnerships.

**Joint Leaderboard Analysis:** Drawing on the Triple Fit community's most successful "team wins," we analyze case studies in which buyers and sellers co-authored their success. These real-world examples provide a blueprint for navigating complex deal tracks and achieving "podium-level" returns for both sides of the contract.

**Collaborative Networking:** The 2026 summit provides a unique circuit for attendees to connect across industries. This is an opportunity to share track notes, build new alliances, and strengthen existing professional bonds in a high-energy environment.

# AUDIENCE

This event is tailored for Sales and Procurement Professionals who are directly involved in customer-supplier relationships and are looking to transcend transactional behavior by adopting new techniques that drive significant, co-created growth. It is also highly informative for Business Leaders responsible for setting strategic directions. The summit ensures that leaders have the necessary resources and guidance to lead their teams toward high-growth targets by fostering an organizational culture rooted in high-trust buyer alliances.

# DETAILS

**Tickets:** CHF 390 (early-bird price valid until June 30, 2026), afterward CHF 490 (regular price from July 1, 2026, onward).

**Date:** Friday, September 18, 2026, from 08:30 - 16:00 CET

**Location:** Presswerk Event Hall

**Address:** Hamelstrasse 15, 9320 Arbon, Switzerland

**Format:** For networking purposes, we have designed the Value Creation Summit as an in-person event only. A live stream or recording is currently not planned. Agenda modifications are reserved at any time.



Get your tickets [here](#) or scan the QR-Code



# AGENDA

- 08:30 – 09:00 Welcome coffee, registration, networking time
- 09:00 – 09:15 **Green Light: Event Kick-off and Warm-up laps**  
Christoph Senn, INSEAD Professor and CEO, Valuecreator AG
- 09:15 – 10:00 **Pitlane Lessons: How Professional F1 Racing Teams work and what Sales and Procurement Leaders can learn from them**  
Marc Priestley, former McLaren F1 Pit Crew; Author of "Pitlane Lessons - What F1 can teach you about life and work"; Keynote and Q&A
- 10:00 – 10:30 **Pit Stop/Break:** Fuel your networking in this pit stop by connecting with peers and push your limits on the F1 Simulator
- 10:30 – 11:15 **Collaboration beats Confrontation: Lessons from the Linde – Everllence Business Relationship Journey**  
Wolfgang Schneiderbauer, Sales Manager, Everllence SE and  
Thomas Clausnitzer, Head of Procurement Operations EMEA, Linde Gas & Equipment; Keynote and Q&A
- 11:15 – 12:15 **The Triple Fit Awards: Podium for Value Creation Champions**  
Award-winning companies (names to be announced) share their success stories and experiences. Moderated by Christoph Senn and Mehak Gandhi
- 12:30 – 13:30 **Buffet lunch:** Head to the hospitality suite and grab a bite or hit the tracks on the F1 Simulator
- 13:30 – 14:00 **The Orchestrator's Playbook for Data-Driven High Performance: Latest Research on building Better Business Relationships**  
Christoph Senn, INSEAD Professor and CEO, Valuecreator AG, and  
Mehak Gandhi, Head of Research & Training, Valuecreator AG
- 14:00 – 15:00 **World Café: Your Strategy for Winning the B2B Race**  
Participants reflect on their key learnings, winning sales mindset, and share transformation ideas and personal action plans
- 15:00 – 15:30 **Pit Stop/Break:** Announcing the top three F1 Simulator race drivers before boxing for another pit stop to refuel and network
- 15:30 – 16:00 **The Final Sprint:** Closing comments and outlook on future events and activities, followed by farewell coffee and drinks



## SPEAKERS



**Marc Priestley**

Former McLaren F1 Pit Crew,  
Author "Pitlane Lessons"



**Wolfgang Schneiderbauer**

Sales Manager  
Everllence SE



**Thomas Clausnitzer**

Head of Procurement  
Operations EMEA  
Linde Gas & Equipment



**Mehak Gandhi**

Head of Research & Training  
Valuecreator AG



**Christoph Senn**

CEO Valuecreator AG and  
INSEAD Professor



**Surprise Speakers**

VCS Award Winners  
Gold, Silver, Bronze

## LOCATION

A historic brick building in industrial style, spacious, light-flooded halls with high ceilings and modern equipment. The former pressing plant is a unique location, characterized by industrial flair and urban romance.

Presswerk Arbon,  
Hamelstrasse 15, 9320 Arbon  
Switzerland

