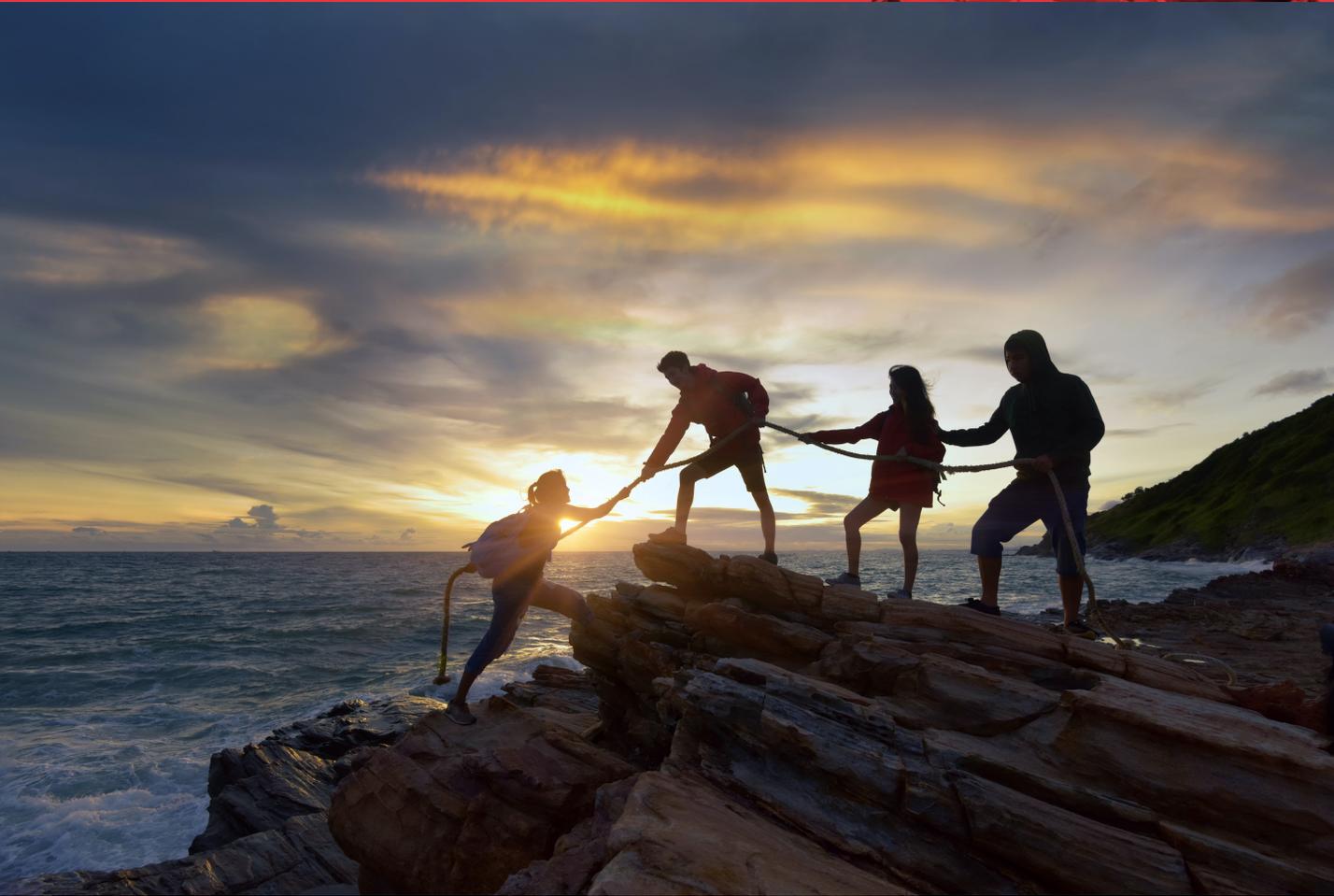


**Triple Fit Virtual Masterclass for  
Sales & Procurement Professionals**



# Navigating Strategic Business Relationships

**Oct 10-12, 2023**

Three Live Virtual Sessions from 14:00 – 18:00 CET daily

## Why?

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 most important B2B relationships.

*This program will help you to develop and test a game-changer plan for a B2B relationship of your choice.*

## What?

The Digital **Triple Fit Canvas (TFC)** is a hands-on, proven tool that helps organizations to manage high-value B2B relationships in a fast and easy way.

It has been developed by **INSEAD Prof. Christoph Senn** during his time as a sales leader, research and consultant, and validated in projects with more than 500 companies around the globe.

Business teams across the world use the TFC as a **1-page business strategy roadmap** to identify common ground for continuous value creation via a structured, strategic dialogue between all involved parties of a B2B relationship.

## How?

### Masterclass Agenda:

#### Day 1: Introduction to the Methodology

- Understand the TFC framework and process
- Define the characteristics of Level-5 relationships
- Conduct your first relationship maturity check

#### Day 2: Application to Your Own Case

- Perform a deep-dive "Why-what-how?" analysis
- Develop game-changer strategies for your case
- Craft a compelling TFC "story" for stakeholders

#### Day 3: Present the Findings

- Pitch your case to executive sponsors
- Position your case in the "Booster Zone" matrix
- Validate findings together with stakeholders

**Masterclass Format:** Three half-day live virtual sessions

For more information, visit:

<https://www.valuecreator.com/triple-fit-virtual-masterclass/>

## Who?

Participants should have a sales, procurement or related business development role, or are sales leaders and business owners in charge of one (or several) B2B relationships.

We welcome participants from all industries at any level of experience, from large to small-size companies.

The program will be facilitated by Prof. Senn and his team. Program language is English.

Sales and Procurement teams will benefit from the cross-case learning and create a common language and momentum.

### Participant comments from previous sessions:

*"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 where I needed five days before."*

*"The Triple Fit session was a real eye-opener!"*

*"The TFC brings structure to chaos in B2B relationships."*



## When?

Registration at: [Registration Form: Triple Fit Virtual Masterclass 2023](#)

**Dates:** Oct 10-12, 2023 from 14:00 – 18:00 CET

**Fee:** EUR 2.400 (plus applicable VAT). For team discounts, please contact us directly.

Includes: Attendance of all three virtual sessions, training materials, 1-year license for Digital Triple Fit Canvas Professional Edition (EUR 500 value), e-Certificate