

3-Day Trainer Program for
Sales & Procurement Professionals



Developing Future-Proof Business Relationships

Triple Fit Train-the-Trainer Program 2023

September 12 – 14, 2023

Presswerk Event Hall, Arbon, Switzerland

Purpose

Do you coach B2B sales or procurement teams in large organizations to establish a true strategic dialogue with their counterparts?

Do you need to create a future-proof portfolio of strategic business relationships in your company?

Do you want to learn how to drive profitable growth by implementing collaborative customer-supplier relationships?

If so, this three-day Triple Fit Train-the-Trainer program is a unique chance to gain the knowledge and expertise to become a stellar in-house Triple Fit Coach!

Outcome

At the end of this program, you will have:

- Acquired the Triple Fit Method directly from the inventor
- Learned how to teach the Triple Fit Process in your company
- Examined and benchmarked against key industry examples
- Created a showcase for your own organization
- Trained and adjusted your Triple Fit facilitator skills
- Developed and shaped your Triple Fit coaching approach
- Shared your challenges and received advice from the experts
- Discussed and tested your Triple Fit implementation plan

Audience

- Sales & procurement professionals and business development leaders from large organizations
- Anyone who coaches B2B teams in large organizations to create value for and with customers and suppliers



Content

This program includes:

- 1-on-1 time with INSEAD Prof. Christoph Senn, the inventor of the Triple Fit
- Speakers from different industries
- Value creation clinics to develop solutions to your challenges
- Access to our teaching tips & tricks and best practice collection
- In-depth case study work to train your facilitation skills
- Workshop and program outlines, how to manage different setups
- Tools including a 1-year Digital TFC Execution version subscription
- Optional coaching support to ensure successful implementation



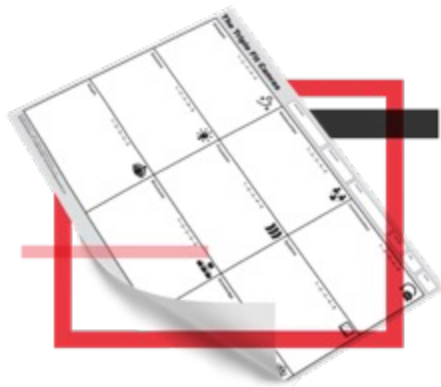
Including free ticket for Value Creation Summit on Sep 15, 2023!

Save your seat and register now at: valuecreator.com/triple-fit-train-the-trainer/

Details

- Date: September 12-14, 2023
- Fee: EUR 7'500 excl. applicable VAT
- Includes: 3d ticket, training materials, food & beverage, 12-month DTFC tool subscription (Executive version), free Value Creation Summit 2023 ticket
- Does not include travel and hotel
- Location: Presswerk event hall Arbon, Switzerland (15 min. from St.Gallen)
- Application and Preparation timeline: until Aug 31, 2023

Method



The Triple Fit Canvas (TFC) is a hands-on, proven tool that helps organizations to build future-proof B2B relationships and portfolios in a fast and easy way.

The TFC has been developed by Prof. Christoph Senn during his time as a global sales leader, researcher and consultant. For more information, visit:

[Harvard Business Review, May-June 2022](#)

During the Triple Fit Trainer Program, participants will learn how to teach the Triple Fit Process and also develop tailored strategies to build a portfolio of future-proof business relationships.

Feedback

„The Triple Fit Canvas enabled us to engage successfully with 3M’s diverse technology network and was instrumental in creating a sustainable project pipeline that will help rapidly bring new products to market and accelerate growth.“

Alan Weinstein, Global Account Manager, BASF

„The Triple Fit Canvas helped us to effectively develop a 360 view of our business relationships, align business strategies across products and geographies, and co-create value with our top customers.“

Dr. Michael Heuer, CEO Roche Diagnostics (ret.), Hoffmann-La Roche

„The Triple Fit Canvas helps us to develop high-value relationships with global customers and project partners and run them like a business.“

Michael Dobler, Senior VP Global Key Accounts & Large Projects, Schindler

„Presenting my Triple Fit findings to my customer has led to more open conversations regarding budgetary planning and alignment of resources.“

Stephen Colgan, Client Partner, Vodafone Global Enterprise

To register for this event, please visit: [Triple Fit Train-the-Trainer Registration Form](#)

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