



Triple Fit Strategy Masterclasses

Write Your Own B2B Sales Playbook

An exclusive 1-day workshop to learn the Harvard Business Review published Triple Fit Strategy – a proven method for driving mutual value creation at every level of your organization



Boston
June 2, 2026



New York
June 5, 2026



Chicago
June 9, 2026



San Francisco
June 12, 2026

Content

Triple Fit Masterclass: Write Your Own B2B Sales Playbook

Most business relationships are still dominated by a narrow perspective – matching products to customer needs and making deals. It's a buyer-seller relationship built on a transactional mindset, and it's not how you should be doing business.

There's a better way – orchestrating growth – in which suppliers and customers collaborate as if they were one company to build strategies and grow together.

In this Masterclass, you will learn how to align your business at three levels – planning, execution, and resources. You will also learn a replicable process for writing your own sales playbook to create 10x more value than your competitors.

Audience

These exclusive 1-day Masterclasses are tailored for Strategic Account Managers, Vice Presidents of Sales, VPs of Strategic Accounts, Business Leaders, Company Owners, and Business Developers from all industries and company sizes.

Details

Tickets: \$895 per person.
Register directly at www.triplefitstrategy.com/masterclass or contact us at info@valuecreator.com

Agenda

- 9:00 am – 10:30 am Introduction to Triple Fit Strategy, method and impact
- 10:30 am – 11:00 am Networking break
- 11:00 am – 12:00 pm Real-life Triple Fit case examples, followed by Q&A
- 12:00 pm – 1:00 pm Lunch Break
- 1:00 pm – 4:00 pm Putting Triple Fit into action: 5-step process, own action plans (+ breaks)
- 4:00 pm – 5:00 pm Anchoring Triple Fit Strategy in your organization: Tips, tricks & tools

Speakers

- Michel Belland, VP of Strategic Accounts, Shaw Industries
- Frank Cespedes, Professor, Harvard Business School
- Christine Dickson, Global Client Director, Maersk
- Richard Dodge, VP Strategic Relationships, Prudential Financial
- Mehak Gandhi, Head of Research & Training, Valuecreator
- Tom Muccio, former Head of Global Customer Teams, P&G
- Christoph Senn, CEO Valuecreator, Adjunct Professor INSEAD
- Alan Weinstein, former Global Account Manager, BASF-3M