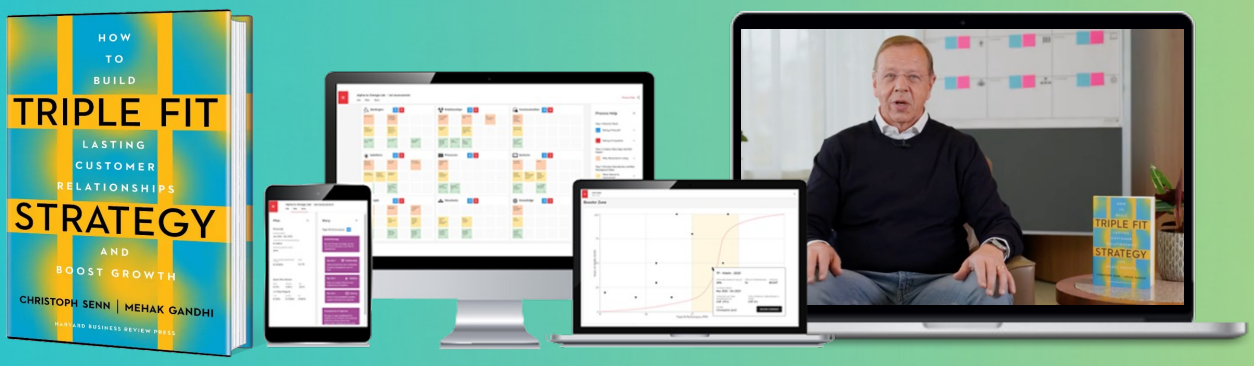
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TRIPLE FIT

Write Your Own Playbook with Triple Fit Strategy

Be the orchestrator of growth with B2B customers



Triple Fit Strategy Book

A Forbes top-10 book that is a game changer for enabling suppliers and customers to work as one company.

Triple Fit Online Courses

Three courses to embed a customer-centric approach for account managers, sales leaders and C-suite.

This three-part learning and implementation ecosystem will transform your customer relationships to achieve breakthrough growth.

Triple Fit 360 Toolkit

The toolkit to create a one-page account plan and check the health of your customer relationship portfolio.

Meet Your Instructor

Prof. Dr. Christoph Senn is a renowned B2B Sales Expert. He is the co-author of the HBR-published book 'Triple Fit Strategy' and is the leading global authority on key account management, sales leadership, and customer-centricity, bringing 25+ years of research and consulting experience to these courses.



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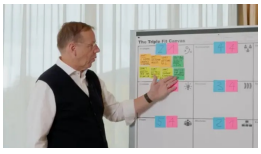
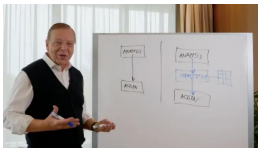
TRIPLE FIT

Fast-track Your Sales Growth
How to develop customer-validated account plans

- What it is: Self-paced online course with over 6 hours of pre-recorded content and exercises, structured in 5 chapters and 13 lessons.
- How it works: Introduction to the Triple Fit Canvas and the 5-step Triple Fit Process, to guide you from relationship diagnosis to co-creating a customer-validated growth plan.
- What you will get: A 1-page, customer-validated account plan with a compelling "story" pitched to both internal and external stakeholders, with a roadmap for mutual growth.
- Who Is It For: Account Managers, Key Account Executives, and Sales Specialists—the individuals responsible for driving day-to-day engagement and relationship deepening with your most critical clients.

Actionable Course Modules to Write Your Own Triple Fit Strategy Playbook





Chapter 1: Introducing the Triple Fit Canvas
- Lesson 1-1: Introduction to the three Triple Fit levels
- Lesson 1-2: The nine building blocks of the Triple Fit Canvas
- Lesson 1-3: Understand your sales perspective

Chapter 2: Defining Mutual Ambitions and Joint Value
- Lesson 2-1: The characteristics of five-star customer relationships
- Lesson 2-2: Calibrate your set of value drivers

Chapter 3: The Triple Fit Process: From Diagnosis to Action
- Lesson 3-1: Rate your relationship performance
- Lesson 3-2: Identify areas for improvement
- Lesson 3-3: Develop workable solutions
- Lesson 3-4: Define short- and long-term actions
- Lesson 3-5: Persuade your stakeholders

Chapter 4: Building the Growth Plan
- Lesson 4-1: A Triple Fit case - what would you do?
- Lesson 4-2: Build your own growth plan
- Lesson 4-3: Make your account plan real

Chapter 5: Sustaining Momentum & Tracking Progress
- Lesson 5-1: Master the 90-day cycle
- Lesson 5-2: Keeping the momentum with Pit-stops
- Lesson 5-3: Log & track your quarterly TFC activities

Over 20+ course videos

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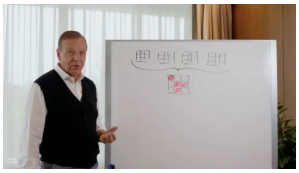
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TRIPLE FIT

10x Your Value Creation
How to allocate resources for relationship breakthroughs

- **What it is:** Self-paced online course with over 6 hours of pre-recorded content and exercises, structured in 5 chapters and 13 lessons.
- **How it works:** Focuses on advanced analytics and portfolio management, using tools like the Hot Issues Matrix to diagnose portfolio priorities and the Booster Zone Grid strategies.
- **What you will get:** Advanced analytical framework for resource allocation and for building a structured, three-year masterplan for your key accounts.
- **Who Is It For: Team Leaders** - Sales Managers, VP of Sales, Regional Directors, and Key Account Program Directors—those who manage sales teams, set portfolio strategy, and are responsible for coaching account growth will gain fluency in powerful analytic tools to segment key accounts, allocate resources efficiently, and coach their teams for maximum impact.

Actionable Course Modules to Write Your Own Triple Fit Strategy Playbook




Chapter 1: Framing the Value Creation Opportunity
- Lesson 1-1: Triple Fit Strategy - A blueprint for value creation
- Lesson 1-2: Where and how do you create value?
- Lesson 1-3: Select your pilot cases

Chapter 2: Diagnosing Priorities and Planning for Growth
- Lesson 2-1: The Hot Issues Matrix
- Lesson 2-2: Build your three-year masterplan

Chapter 3: Managing Your Relationship Portfolio
- Lesson 3-1: Triple Fit performance calculation
- Lesson 3-2: The Booster Zone Grid
- Lesson 3-3: Booster Zone Strategies

Chapter 4: Scaling and Operationalizing Triple Fit
- Lesson 4-1: Coach your sales team
- Lesson 4-2: How to run Triple Fit interviews and workshops
- Lesson 4-3: Allocate resources for relationship breakthroughs

Chapter 5: Sustaining Momentum and Avoiding Traps
- Lesson 5-1: Beware of these value creation killers
- Lesson 5-2: Leverage the Triple Fit principles

Over 20+ course videos

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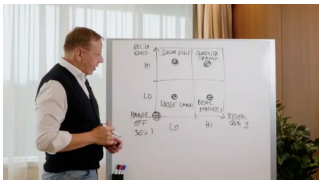
TRIPLE FIT

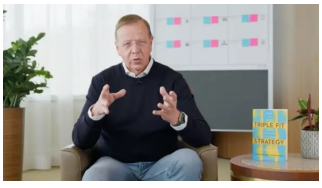
Future-proof Your Business Strategy
How to build a customer-centric culture

- What it is: Self-paced online course with over 6 hours of pre-recorded content and exercises, structured in 5 chapters and 14 lessons.
- How it works: Focuses on strategic alignment, guiding executives through auditing their customer-centricity and building the "Orchestrator" organization.
- What you will get: A blueprint for organizational transformation, creating a shared language and becoming a Growth Champion to anchor the strategy culturally.
- Who Is It For: Senior Executives - CEOs, Executive Sponsors, HR Heads, and other C-level roles whose mandate includes organizational development, long-term competitive positioning, and cultural alignment will learn to enact high-level change management and governance mechanisms to ensure the Triple Fit Strategy is a core, enduring competency.

Actionable Course Modules to Write Your Own Triple Fit Strategy Playbook







Chapter 1: Diagnosing Your Customer-Centric Strategy
- Lesson 1-1: Triple Fit Strategy - A blueprint for value creation
- Lesson 1-2: How customer-centric is your strategy?

Chapter 2: Building the Orchestrator Organization
- Lesson 2-1: What's your organization dominant sales perspective?
- Lesson 2-2: The four advantages of "Orchestrators"
- Lesson 2-3: How to manage your sales talent pool

Chapter 3: Activating Executive Sponsorship and Growth Potential
- Lesson 3-1: Evaluate your executive sponsor type
- Lesson 3-2: The profile of a growth champion
- Lesson 3-3: Calculate your growth potential

Chapter 4: Mastering Inter-Organizational Alignment
- Lesson 4-1: Create a shared language
- Lesson 4-2: Connect the dots between organizations
- Lesson 4-3: Avoid these one-company traps

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Chapter 5: Strategic Integration and Cultural Anchoring
- Lesson 5-1: How TFC complements Business Models and Blue Ocean
- Lesson 5-2: Align your Business and Customer Strategies
- Lesson 5-3: Anchor customer-centric behavior in your organization

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