

VALUE MERCHANTS: A TRANSFORMATIONAL JOURNEY FOR B2B SALES PEOPLE

DURATION: 1 DAY

PROGRAM CONTEXT

The business context for the B2B context is more challenging than ever. Rapid changes in technology and increasing complexities in terms of customer expectations are creating new set of growth opportunities and barriers. Competition has intensified considerably, placing immense pressure on sustaining growth and profits in existing markets. In all the markets, the concept of customer value is being redefined and the key challenge lies in creating and maintaining differentiation along the customer value paradigm.

Clearly, these factors are also realigning the scope of buyer-seller dyadic relationships and require shift in the position of sales force- from a relational paradigm to knowledge paradigm. Indeed, sales force today has a larger role of brokering knowledge to their customers and bring back consumer insights from customer firms to stay competitive on the value curve. The focus of this program is on enabling sales force to develop and use their insights about the market, customer and competition to craft strategies that can lead to sustainable value creation for customers and profitable growth for the organization.

LEARNING OUTCOMES

- The participants would develop value-based concepts on selling to customers and be ready to transition to the role of a 'Knowledge Broker'.
- Introduce the participants to the practice of Value-based Selling.

DELIVERABLES – THE PROGRAM THEMES

- Identifying customer value
- Understanding market offerings
- Innovation and developing new offerings
- Value-based Selling

What will be achieved?

After completing the program, participants will be able to:

- *Map the market, customer and competitive landscape and identify value creation opportunities for customer's business.*
- *Customer value assessment as a route to growth*
- *Transform a viable value creation idea into a concrete business proposal.*

PEDAGOGY

- Case studies
- Sharing of real-life examples / illustrations by facilitator
- Participatory / group exercises

AUDIENCE

Frontline Sales Personnel, Frontline Sales Managers from B2B sales organizations

ADMINISTRATIVE DETAILS

Fee: INR 25,000 (offline) and INR 10,000 (online) per participant (plus 18% GST as applicable)

Venue: IMT Ghaziabad (Institute of Management Technology, Raj Nagar, Ghaziabad-201001)

PROGRAM DIRECTOR



Prof. Rakesh Kumar Singh

Prof. Rakesh Kumar Singh is a Professor of Marketing at Institute of Management Technology, Ghaziabad where he teaches sales and distribution management and Business marketing. He transitioned into an academic career after 25 years of industry experience in sales and marketing function of a leading media company (Bennett Coleman & Co. Ltd) in India. He earned his doctorate from XLRI Jamshedpur and joined business academia in 2014. His research focuses on issues related to salesperson's performance, psychological capital, self-leadership strategies, political skills, social selling skills, ethical leadership, sustainable marketing, and digital transformation. His work has been published by leading journals such as Industrial Marketing Management, Journal of Personal Selling and Sales Management, European Journal of Marketing, Journal of Business & Industrial Marketing, and Journal of Business Ethics. He is a corporate trainer and helps organizations in enhancing their sales management capabilities.

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