



Sales-oriented office building with photovoltaic panels

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In the face of decreasing access to buyers, sales organizations often increase the volume of their sales outreach, hoping that more times at bat will result in more hits. While this can produce ...

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Despite advances in AI and digital tools human expertise remains crucial for complex and high-stakes purchases, where salespeople help buyers navigate ambiguity and build trust. Because ...

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Agentic AI is revolutionizing sales by enabling autonomous personal agents to work alongside human sales reps, identifying, nurturing, and closing deals across channels. This ...

Sales team management Digital Article Prabhakant Sinha, Arun Shastri, Sally Lorimer, and Namita Powers
Your strategic accounts are more than just big sales.

When you're working in sales, you need to master the art of persuasion and that involves being able to tell a compelling story that explains why your product or service will meet someone's ...

A conversation with INSEAD professor Christoph Senn on what to do if your CEO is either overly involved--or not involved enough--in deals.

Digital and virtual channels make B2B sales more efficient--but they can also make relationships brittle. When stakes are high and customer needs are ambiguous, showing up in ...

He teaches sales management and strategy in the MBA and executive education programs, and has worked



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with organizations worldwide to develop effective sales management ...

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