

Placing coaching at the center of sales interactions - a novel approach to B2B sales

The recent product-to-service shift and increase in easily accessible web-based information has created a challenge for sales organizations to automate sales activities although complex solutions still call for human interaction. Well-prepared customers expect the face-time with B2B salespeople to offer value unmatched by technology. This paper discusses coaching as a selling approach to be applied by a salesperson for facilitating customer's value creation during a sales meeting. As an interaction competence, coaching may be applied by the salesperson to encourage a customer's discovery-oriented thinking. This previously unexplored combination offers an intriguing research avenue and may create an inimitable competitive advantage.

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