



INSEAD

New Global Forum for Customer-Centric Leaders

20th April 2021

Marketing & Sales Excellence Initiative (MSEI)




Launch Information

Prof. Wolfgang ULAGA

Prof. Christoph SENN

The Business School
for the World®

What Marketing & Sales Executives across industries and geographies ask for in these days



1. How can I support my CEO's future **growth agenda**?
2. How can I best **lead transformation and change** in this challenging times?
3. How do I demonstrate **Return on Marketing** to my CFO?
4. How can we **transform our sales force** to thrive in the 'Next Normal'?
5. How can I lead **innovation with new business models** for data monetization?
6. How can we capitalize on new **social media marketing & sales tools**?
7. How can we profit from **new digital technologies**, such as AI and blockchain?
8. How do we hire **best-in-class talent** for marketing and sales excellence?
9. How do we build a **world-class customer-centric organization**?

(Source: AMA, Gartner, IBM, McKinsey – 2020)

Our Response: The Marketing & Sales Excellence Initiative (MSEI)



Mission: To Shape the Future of Value Creation and Sharing between Individuals, Organizations and Society at large.



Vision: To Serve as the Premier Global Forum on Marketing & Sales Excellence Practices for Customer-centric Leaders

MSEI is the full-service platform for business leaders interested in Marketing & Sales Excellence practices



Providing Real Solutions to Real Marketing & Sales Problems

Developing Strategic-minded Leaders for Customer-Centric Organizations

Defining Strategies to Meet Tomorrow's Marketing & Sales Challenges



MSEI offers members a safe environment for learning, connecting, sharing and networking with peers



To us marketing is more than a function or a discipline; marketing is a way of looking at the world through the eyes of customers to see opportunities for sustainable profitable growth for a business in an ever-changing environment.

INSEAD's MSEI offers you exclusive access to best and next practices in Marketing & Sales.



Evolving communities of practice generate continuous insights into Marketing & Sales game-changers



Launch in fall 2021

Mastering the Subscription Economy

- **Goal:** Develop, test and implement new subscription-based business models for your industry context.
- **Process:** Discovery events, workshops and webinars; first-hand access to best-practice and research findings.
- **Audience:** Leading companies with a growing need for subscription models, no competitors allowed.

Launch in fall 2021

Winning and Keeping Global Customers

- **Goal:** Build future-proof portfolios of global key account relationships in difficult times.
- **Process:** Top-customer assessment, cross-industry benchmarking, customer-validated business roadmaps.
- **Audience:** Leading companies with global / corporate customer relationships, no competitors allowed.



MSEI helps companies focus on what really matters: Creating and sharing value for mutual benefits



«We partner with INSEAD for knowledge creation on how companies can make the most of new subscription-based business models. INSEAD’s research powerhouse helps gain new insights – this is invaluable for both our global clients and ourselves.»

Elizabeth Glover, Senior Director International Marketing, Zuora, Inc. London, UK.

«The material and the case studies are 100% on point, and there’s so much to be gained from interacting in class with successful, diverse professionals from so many different industries and backgrounds. In just one week, I felt my horizon and my network expand exponentially.»

Jason Le, Head of Asia-Pacific Demand Generation, Google, Singapore.

«The consortium project helped us to develop high-value relationships with global customers and project partners and run them like a business. We look forward to continue our partnership with MSEI and the valuable exchange with other industry leaders and communities of practice.»

Michael Dobler, SVP Global Key Accounts and Large Projects, Schindler Ebikon, Switzerland.

MSEI's flexible partnering model ensures maximum impact on the road to Marketing & Sales Excellence

An orange pyramid is positioned on the left side of the slide. Three grey, rounded rectangular boxes are placed on the right side of the pyramid, each containing text about a different membership level. The boxes are stacked vertically, with the top box at the narrowest part of the pyramid and the bottom box at the widest part.

Research Partner

€ 45.000 – 90.000 p.a.

- Exclusively available to MSEI corporate members
- Priority status for company-specific research projects
- Priority status for communities of practice (research consortia)
- Priority access to MSEI directors and faculty

Corporate Member

€ 15.000 p.a.

- A total of 12 seats in MSEI's discovery events (avg. three seats per event)
- Preferential rates for additional participants in discovery events
- Early access to MSEI research and publications
- Company-wide access to MSEI webinars and newsletter subscription

Individual Member

€ 1.500 p.a.

- A total of two seats in MSEI's annual discovery events (free choice)
- Priority status to buy additional participant seats in discovery events
- Access to MSEI research and publications
- Individual webinar and newsletter subscription

MSEI is supported by a distinguished advisory board (by invitation only)



INSEAD MSEI Advisory Board Members are Senior Marketing & Sales Executives in positions such as:

- Chief Commercial Officer
- Chief Marketing Officer
- Chief Sales Officer
- Etc.

Advisory Board Members Roles & Responsibilities:

- Attend annual MSEI board meetings as per invitation
- Advise MSEI Directors on event and research topics
- Be an active advocate for MSEI to outside stakeholders

Advisory Board Members Benefits:

- Enhance credibility and visibility as a thought leader
- Learn about new trends and practices ahead of time
- Share experiences with like-minded peers



Calendar of MSEI Discovery Events for 2021

(Status: April 20, 2021)



April 22, 2021

„Mastering the Subscription Economy“

Virtual half-day session lead by Prof. Wolfgang ULAGA and Michel MANSARD, Zuora, Inc.



June 24, 2021

„When CEOs Make Sales Calls“

Virtual half-day session lead by Prof. Christoph SENN and Dr. Matthias Wolfgruber, Lanxess



September 23, 2021

„Making Your Digital Transformation Work“

Live full-day (or virtual half-day) session lead by Prof. Joerg NIESSING



November 18, 2021

„The New Marketing & Sales Interface“

Live full-day (or virtual half-day) session – faculty info to follow.



Mastering the Subscription Economy: Future-Proof Your Business With the Subscription Model



Dr. Wolfgang ULAGA

Senior Affiliate Professor
of Marketing & Co-Director
MSEI, INSEAD.



Michael MANSARD

Principal Director of
Subscription Strategy,
Zuora, Inc.



INSEAD MSEI Discovery Event, April 22, 2021

The Subscription Economy is the next business tsunami. How to seize subscription-based business opportunities? Are we ready? What is needed for success? In this event, we share experiences, explore best practices and chart a path for mastering your strategic subscription journey. Learn from experts and exchange with peers about what it takes to thrive in the Subscription Economy.

Key Takeaways:

Discover why now is the perfect time for subscription models:

- Subscription growth opportunities: key trends and market size indicators.
- Customer and technology drivers fueling subscription growth.
- Best practices in designing and implementing subscription models: pricing, packaging, marketing, monetization strategies.
- Effective metrics for monitoring subscription revenues and profits.
- Organizing, scaling-up and driving change for lasting subscription success.

Target Audience:

CEOs and senior business leaders interested in profiting from recurring revenue business models in B2B, B2C and Service Industries.

When CEOs Make Sales Calls – They Can Seal or Kill the Deal



Dr. Christoph SENN

Adjunct Professor
of Marketing
INSEAD



Dr. Matthias WOLFGRUBER

Chairman of the
Supervisory Board of
LANXESS AG

INSEAD MSEI Discovery Event, June 24, 2021

Top management involvement in B2B customer relationships can pay enormous dividends for suppliers and their customers. If senior leaders do it in the right way, sales and profit will grow significantly. If they choose the wrong approach, growth rates will suffer heavily.

This hands-on workshop will be facilitated by Christoph Senn and Matthias Wolfgruber, who will share insights from recent research and own practice in executive-level selling.

Key Takeaways:

- The five types of top management involvement
- How to find the right roles
- How to make your growth strategy work

Target Audience:

CEOs and senior business leaders interested in customer-centric leadership and growing business relationships further

Content based on the new
Harvard Business Review
article (March/April, 2021)

[- link to article](#)
[- link to podcast](#)

**When CEOs Make
Sales Calls**
How top-management
involvement in B2B
relationships can
drive—or kill—deals

Making Your Customer-Centric Digital Transformation Work



Joerg Niessing
Senior Affiliate Professor
of Marketing



INSEAD MSEI Discovery Event, September 23rd, 2021:

Leaders are well aware of the need to transform but are desperately in need of direction as to how to change and even where change is required. Our three-year study of over 30 digital transformation cases as well as interviews with more than 500 executives identified three transformational shifts in strategy that have helped successful organizations leverage digital technologies and trends and build competitive advantage by:

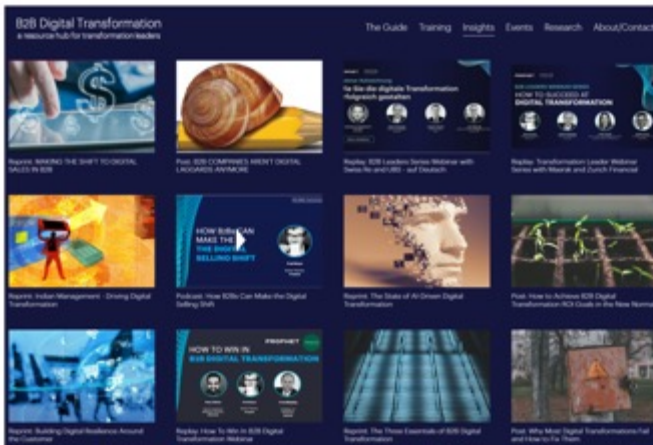
- Engaging customers and selling more effectively – the Digital Selling Shift
- Innovating and enriching customer experiences – the Digital Experience Makeover
- Offering data-powered solutions rather than individual products and services – the Digital Proposition Pivot

Key Takeaways:

- Understand key digital trends that are changing the way companies should do business today
- Learn how to innovate and deliver powerful customer experiences and data-driven business models
- Effectively implement and execute the three transformational shifts to deliver customer value
- Understand key enablers that allow for a digital transformation

Target Audience:

CXOs and senior business executives leading or involved in customer-centric digital business transformations



Visit
www.B2BDT.com
- A Resource Hub
for
Transformation
Leaders

MSEI membership benefits at a glance: The easy way to build customer-centricity at your own pace



Offerings	Individual Member	Corporate Member	Research Partner
Access to insights briefings, webinars, MSEI newsletter	Yes (individually)	Yes (company-wide)	Yes (company-wide)
Access to community network and MSEI member contacts	Yes (individually)	Yes (company-wide)	Yes (company-wide)
Seats in MSEI quarterly discovery events	Total of two seats (pay for more seats)	Total of 12 seats (three per quarterly event)	Total of 20 seats (five per quarterly event)
Early access to MSEI research and publications	No	Yes	Yes
Preferential rates for additional participants in discovery events	No	Yes	Yes
Communities of practice, company-specific research	No	No	Yes
Priority access to MSEI directors and faculty	No	No	Yes

N.B.: Discovery events are half-day or full-day sessions on INSEAD’s campuses, held in selected cities, and/or meetings facilitated online. Webinars take the form of 1.5-hour online presentations by Subject Matter Experts, peer-to-peer discussions and Q&A with attendees.



What are you waiting for?
Join our global community
and experience the power
of INSEAD yourself!

For registration or further information, please contact
our MSEI leadership team



Prof. Wolfgang ULAGA
MSEI Co-Director

wolfgang.ulaga@insead.edu
+33 6 63 47 09 95



Prof. Christoph SENN
MSEI Co-Director

christoph.senn@insead.edu
+41 79 600 54 44



The Business School
for the World®

Europe



Asia



Middle East