



Marketing & Sales  
Excellence Initiative

# Sales Skills & Tools of the Future

with **Hellen BADOZI** (Associate Director L&D, Coca-Cola Europacific Partners), **Rainer STERN** (Global VP Sales Acceleration & Leadership, SAP), **Paolo GUENZI** (Professor, University of Bocconi), **Wolfgang ULAGA** (INSEAD Professor), and **Christoph SENN** (INSEAD Professor)

20<sup>th</sup> – 21<sup>st</sup> March 2024, INSEAD Europe Campus



# Overview: Sales Skills & Tools of the Future

In an era of rapid digital transformation and evolving customer behavior, staying ahead in the B2B space requires more than traditional sales techniques. Today's sales professionals must harness the power of innovative tools and hone their skills to adapt to changing market dynamics. This one-day event is designed to provide attendees with the insights, strategies, and practical tools needed to succeed in the competitive world of B2B sales, offering a comprehensive exploration of the latest trends, best practices, and emerging technologies that are reshaping the future of sales.

Throughout the whole day, MSEI members will have the opportunity to personally engage with industry experts, thought leaders, and peers to gain invaluable insights and actionable strategies to drive growth and success in their B2B sales efforts. From leveraging artificial intelligence and data analytics to improve customer engagement and sales forecasting to mastering the art of modern selling in an increasingly digital landscape, this event will provide a holistic view of the sales skills and tools essential to navigating the evolving B2B marketplace.

Whether you're a seasoned sales professional or a learning & development manager looking to stay ahead of the curve or a newcomer looking to build a solid foundation in B2B sales, join us for a day of discovery, learning, and networking as we explore the exciting opportunities and challenges that lie ahead in the realm of B2B sales.

## Keynote Speakers



### **Hellen BADOZI**

**Associate Director, People & Culture Business Partner Commercial, Coca-Cola Europacific Partners (CCEP)**

Hellen Badozi has 14 years of experience in Human Resources across various domains such as talent management, organizational design, leadership development and rewards. As People & Culture Business Partner for the commercial function of CCEP, she currently supports the commercial organisation to Win Talent, Build Capabilities and Create a High Performing Organisation. Previously, she was the Lead Commercial P&C BP for CCEP Belgium & Luxemburg where she partnered with commercial teams to build and progress their people agenda. Prior to joining CCEP, Hellen worked as consultant at Korn Ferry Hay Group after studying Multilingual Business Communication.

**Hellen's LinkedIn profile:** <https://www.linkedin.com/in/hellenbadozi>



### **Rainer STERN**

**Global Vice President Sales Acceleration & Leadership, SAP**

Rainer Stern started his career at SAP in 1995 in Technology Sales and Presales, before moving into business analytics and regional business development roles for SAP Australia and Singapore. He then became Global Account Manager for SAP's largest customer - Siemens - and is currently serving as Global Vice President of SAP's Sales Acceleration and Leadership Group based in Walldorf, Germany. He has completed two Master's degrees, one in Computer Science and one in Sales Leadership.

**Rainer's LinkedIn profile:** <https://www.linkedin.com/in/rainer-stern-bb870b/>

# Keynote Speakers (cont.)



## Paolo GUENZI

Senior Professor of Marketing, Bocconi University, Milan

Paolo Guenzi is Senior Professor at SDA Bocconi School of Management, where he is the Director of the Commercial Excellence Lab. Paolo is Associate Professor in the Department of Marketing at Bocconi University. His areas of research are sales force management, team leadership, digital transformation of sales organizations, marketing-sales relationships, relationship marketing. Paolo worked on training and consulting projects for companies in different industries like, for example 3M, Allianz, Boehringer-Ingelheim, CNH, Dab Pumps, Epta, Gewiss, Heineken, Henkel, Hilti, Luxottica, Olympus, Vodafone, Weber. He has also published several books on sales management and teams.

Paolo's LinkedIn profile: [https://www.linkedin.com/in/paolo-guenzi-9504b810/?locale=it\\_IT](https://www.linkedin.com/in/paolo-guenzi-9504b810/?locale=it_IT)



## Wolfgang ULAGA

INSEAD Professor of Management Practice  
Co-Director, INSEAD Marketing & Sales Excellence Initiative (MSEI)

Wolfgang works with senior executives and managers around the globe on building and growing competencies and skills in marketing and sales of products, services, customer solutions, and new digitally-driven cloud-based business models in both consumer and business-to-business (B2B) markets. His research focuses on how companies can unleash recurring revenue growth through offers integrating, hardware and software, data and analytics. He co-directs INSEAD B2B Marketing Strategies in a Digital World Executive Education open enrollment program, teaches in INSEAD MBA and Executive MBA classes, and directs the MSEI Subscription Business Bootcamp (SBB).

Wolfgang's LinkedIn profile: <https://fr.linkedin.com/in/wolfgang-ulaga-813a6916>

INSEAD faculty page: <https://www.insead.edu/faculty-research/faculty/wolfgang-ulaga>



## Christoph SENN

INSEAD Adjunct Professor of Marketing  
Co-Director, INSEAD Marketing & Sales Excellence Initiative (MSEI)

Christoph's passion is helping organizations build future-proof business relationships. His current research activities focus on high-performance business relationships, customer-centric leadership, and corporate and business strategy implementation. He has run 500+ sales organization improvement projects in cooperation with companies, such as ABB, BASF, Coca-Cola, DSM, Evonik, General Electric, Hoffmann-La Roche, Konica-Minolta, Maersk, Microsoft, Pfizer, Schindler, Schneider-Electric, Sonos, Swiss Re, Tetra Pak, Vodafone, WMF, and Zebra. He directs the INSEAD Research Consortium on «Breakthrough Business Relationships» and teaches in the INSEAD B2B Marketing Strategies open enrollment program.

Christoph's LinkedIn profile: <https://www.linkedin.com/in/christophsenn/>

INSEAD faculty page: <https://www.insead.edu/faculty-research/faculty/christoph-senn>

# Programme Agenda: 20<sup>th</sup> & 21<sup>st</sup> March 2024

Date/ Time (CET)	Programme	Venue
20 <sup>th</sup> March 2024		
19:00 – 22:00	MSEI Pre-Event Welcome Dinner	Le Cercle, INSEAD Europe Campus
21 <sup>st</sup> March 2024		
08:30 – 09:00	Registration & Welcome Coffee	Main Reception, INSEAD Europe Campus
09:00 – 09:15	<b>Welcome &amp; Introduction</b> Wolfgang Ulaga and Christoph Senn, INSEAD MSEI Co-Directors	Amphi Loudon
09:15 – 10:00	<b>Keynote Presentation:</b> <b>Sales 2030 – Which Skills and Tools Will Companies Need Next?</b> Paolo Guenzi, Senior Professor of Marketing, Bocconi University, Milan Wolfgang Ulaga, Professor of Management Practice, INSEAD Christoph Senn, Adjunct Professor of Marketing, INSEAD  Q&A with Paolo, Wolfgang, and Christoph	Amphi Loudon
10:00 – 10:30	Networking Coffee Break	Amphi Loudon
10:30 - 11:30	<b>Break-Out Session 1:</b> Discussion in small break-out groups, sharing in full group plenum	Breakout Rooms 0.01 – 0.06
11:30 - 12:30	<b>Company Spotlight 1:</b> <b>Growing Sales Talent and Skills @ Coca-Cola Europacific Partners CCEP</b> Hellen Badozi, Associate Partner Learning & Development, CCEP  Q&A with Hellen	Amphi Loudon
12:30 - 13:30	Networking Lunch	Main Restaurant
13:30 - 14:30	<b>Company Spotlight 2:</b> <b>Winning Sales Skills for the Future @ SAP</b> Rainer Stern, Global Vice President Sales Acceleration & Leadership, SAP  Q&A with Rainer	Amphi Loudon
14:30 - 15:00	Networking Coffee Break	Amphi Loudon
15:00 - 16:00	<b>Break-Out Session 2:</b> Discussion in small break-out groups	Breakout Rooms 0.01 – 0.06
16:00 - 16:30	<b>Sharing in full group plenum, wrap-up &amp; outlook on next MSEI events</b> Networking opportunity among MSEI Members following the event	Amphi Loudon

# Pre-Event Preparation

## Online Survey:

Please complete a simple diagnostic survey [here](#) by **15 March 2024**.

## Assignment:

Please read the following articles:

- George Tobias, Craig Riley, Colleen Giblin, and Betsy Gregory-Hosler «Sellers Are Overwhelmed by New Technology» in: Harvard Business Review, Digital Article, August 22, 2023.
- Prabhakant Sinha, Dharmendra Sahay, Arun Shastri, and Sally E. Lorimer «How to Digitalize Your Sales Organization» in: Harvard Business Review, September-October, 2022, 108-117.

## Suggested Further Reading:

- Richelle Deveau, Sonia Joseph Griffin, and Steve Reis «AI-powered marketing and sales reach new heights with generative AI» in: McKinsey Insights, May 2023
- Heiko Fischer, Sven Seidensticker, and Jens Poeppelbuss «The triggers and consequences of digital sales: a systematic literature review» in: Journal of Personal Selling & Sales Management 2023, Vol. 43, no. 1, 5–23
- Senn, Ch., Thoma, A. & Yip, G.S. «Customer-Centric Leadership: How to Manage Strategic Customers as Assets in B2B Markets» in: *California Management Review*, 55 (3), 27-59, 2013

# Contacts

Many thanks in advance for joining us in this exciting in-person Discovery Event. We are already very much looking forward to meeting you soon!

For any question regarding your event participation, please contact:

- Marie DRUNAT ([marie.drunat@insead.edu](mailto:marie.drunat@insead.edu))
- Wai Yee FONG ([waiyee.fong@insead.edu](mailto:waiyee.fong@insead.edu))

You may also reach out to the MSEI Co-Directors:

- Prof. Wolfgang ULAGA ([wolfgang.ulaga@insead.edu](mailto:wolfgang.ulaga@insead.edu))
- Prof. Christoph SENN ([christoph.senn@insead.edu](mailto:christoph.senn@insead.edu))

*Please note that MSEI reserves the right to adapt or change the program agenda any time depending on current circumstances.*

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