

Lecture as part of the Teaching Assistantship Programme 2021

Digital transformation of sales: Outcomes, Determinants, and its Unfolding over Time

Organizational details

Instructor: Sara Ibrahim

Date: June 16, 2021, from 2 – 4pm

Location: Online (link will be sent in advance to the lecture)

Content

Sales organizations represent the cornerstone of every firm in generating sales, prospecting, building and maintaining long-term profitable relationships with customers, and thus are of utmost importance for securing the survival of the firms. Behavioral, technological, and managerial developments have changed the sales environment and called for transformational reforms in the sales discipline. Sales management is expected to face revolutionary progress due to the heavy reliance on technology especially after the COVID-19 crisis. Some researchers even fear that sales management faces the risk of extinction if no revitalizing changes are made to cope up with the rapidly changing environment. Unfortunately, marketing scholars are becoming less interested in sales research and much of sales knowledge adopts outdated models. This represents an opportunity for sales researchers to broaden the vision, revise the current sales knowledge, and even create new sales knowledge. In this lecture, steps, outcomes, determinants, and strategies for digital transformation of sales will be discussed to rejuvenate the sales discipline. It is argued that social media has transformed the sales discipline the most, therefore, social selling which is still in its infancy will be among the highlights of the lecture. Additionally, strategies for rebuilding the theoretical foundations and models of the discipline will be discussed.

1- Introduction (20 minutes)

2- The marketing discipline now and then (20 minutes)

3- Digitalization of sales (20 minutes)

Break (15 minutes)

4- Special focus on social selling (15 minutes)

5- Reviving the sales discipline: A look into the future (15 minutes)

6- Open discussion (15 minutes)

Key words: Evolution of marketing, sales, social selling, digitalization

Learning Targets:**Participants are expected to learn about:**

- The importance of technology and digital tools from the marketing perspective.
- The dark and bright sides of social media and other digital tools.
- New techniques that sales people use to reach customers

Target group

Students, Doctoral Candidates and Postdocs of all Faculties

Course language

English

Registration

Please register **by June 6, 2021** via e-mail at info@ggs.uni-giessen.de.