

## **The (digital) transformation of selling in business-to-business context and managing strategic customers**

Over the past decades selling and managing customers, standard or strategic ones, in a business-to-business context has undergone drastic changes. In 2005, Moncrief and Marshall described 49 selling activities that Moncrief did not present in his 1986 seminal paper.

Since 2005, the selling and customer management activities have kept on evolving under the pressure of new buyer behavior and new value creation strategies. Today, globalization, servitization and new digital technologies pave the way for further ongoing changes.

Salespeople and strategic customer managers need to gradually engage in a paradigmatic shift developing new strategic and collaborative skills to bring about a genuine transformation in their profession.

**Papers dealing within this broad area of selling and managing strategic customers are welcome, and in particular papers that explicitly address the evolution of selling and managing strategic customers brought forward by digital disruption or the change of business models related to globalization or servitization. Possible topics include:**

- Digital disruption in selling or managing strategic customers
- Digital co-innovation from a customer management perspective
- Impact of (digital) servitization on selling or managing strategic customers
- Selling or managing strategic customers in a global network
- Managing a global and digital salesforce

The theme is clearly a broad one. All conceptual and empirical contributions are welcome as long as they outline the transformation of customer management relationships.

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Moncrief, W. C. (1986). Ten key activities of industrial salespeople. *Industrial Marketing Management*, 15(4), 309–317.

Moncrief, W. C., & Marshall, G. W. (2005). The evolution of the seven steps of selling. *Industrial Marketing Management*, 34(1), 13–22.