

New Rules in B2B Sales: The Modern Sales Advantage Series - Online

03 September 2026 03:00 PM - 03 September 2026 04:30 PM

Brief Overview:

MMA's Flagship Webinar Series - New Rules in B2B Sales

Date : 03-09-2026, Thursday

Time : 03:00 PM - 04:30 PM

Venue : Online - Zoom

The sales landscape has undergone a dramatic transformation. Today's buyers are more informed, more connected, and more demanding than ever before. Artificial Intelligence, digital buying journeys, changing customer expectations, and increasing competitive pressures have fundamentally redefined how organizations create value and win business.

To remain competitive, organizations need sales leaders who think strategically, understand business beyond revenue targets, leverage technology effectively, and build lasting customer relationships.

Recognizing these evolving business realities, **Madras Management Association (MMA)** proudly presents the **The Modern Sales Advantage Series** —a specially curated executive webinar series designed to help business and sales leaders navigate the future of B2B selling.

Spread across **four live online sessions**, this learning series brings together practical insights, proven business frameworks, and contemporary sales strategies that can be immediately applied to improve business performance.

Whether you're responsible for business development, strategic accounts, customer success, sales leadership, or organizational growth, this series will equip you with the knowledge and tools to drive sustainable competitive advantage.

<https://forms.gle/jaKVqVCpLzovY2ep6> - **REGISTER NOW**

Session content:

- **Session 1 - New Rules in B2B Sales**

Winning Customers in an AI-Driven, Value-Led Economy

The modern buyer has evolved significantly. Sales leaders must understand new buying behaviours, create compelling value propositions, and leverage AI to remain competitive.

Key Discussion Areas:

- Understanding today's self-informed buyers
- Digital-first buying journeys
- Selling business outcomes instead of products
- Value engineering and solution selling
- Quantifying customer ROI
- AI-powered prospecting and proposal generation
- Customer intelligence and predictive selling
- Strategic Account Management
- Building executive relationships
- Advisory selling
- Thought leadership
- Sales analytics and forecasting
- Sales and Marketing alignment
- Building future-ready sales organizations

For Whom:

- This programme is ideal for:
 - CEOs
 - Managing Directors
 - Business Heads
 - Sales Directors
 - General Managers
 - Sales Managers
 - Regional Sales Managers
 - Key Account Managers
 - Business Development Managers
 - Marketing Leaders
 - Customer Success Leaders
 - Entrepreneurs
 - Functional Heads

Key Takeaways:

After completing this executive series, participants will be able to:

- Understand emerging trends shaping modern B2B sales
- Apply value-based selling approaches
- Use AI to improve sales effectiveness
- Increase customer lifetime value
- Improve sales productivity and operational efficiency
- Build scalable sales processes
- Create customer-centric growth strategies
- Strengthen commercial and financial decision-making
- Improve strategic account management
- Lead high-performing sales teams with confidence

Facilitator profile:

Mr. G Deveanand

Dev is a business training leader with two decades of experience. He is a business focused training management professional with the ability to conceptualize training programs and impart training that enables business development. He is strategy oriented; fully business focused and business enabling training professional - capable of identifying key impact bottom-line affecting factors and training to meet organizational objectives. Dev operated in different markets - domestic and international in various industries viz. Hotel Management, Time share selling and Training and Life Insurance in various capacities i.e. Training Manager to National Vice President in organizations like Taj Group of Hotels, Mahindra Holidays and Max New York Life Insurance. In his eight years of illustrious association with Max New York Life, he spent six years in Agency(Training Manager to AVP) and two years in Banc assurance and DST (Head - Training to NVP). He carries certifications in 'Professional Patterns of Management' by Kinder Brothers, USA | 'GTB Training' by EREHWON, Singapore | Certified 'Hospitality Educator' offered by American Hotel and Motel Association, Michigan, USA | 'Sales Master' by Mercury Goldman | 'Train the Trainer' by XIME | 'Financial Educator' by New York Life | 'Designing Life Insurance products' by New York Life.

ACHIEVEMENTS:

Dev had been a member of an 'Elite Product design committee' in Max New York Life. He played a crucial role in expanding the footprint of Agency offices from 7 branches to 77 branches between 2004 and 2008. He was part of the core team formed to clinch the AXIS Bank deal in favour of MNYL. In a record period of 75 days, He piloted his team to draw a simplified sales process and effectively implemented it across 900 branches Pan India.

SPECIALITIES:

Goal setting | Leading organizations from current state to desired state through Orbit Changing Interventions | Senior Leadership and Middle Management Interventions | Impacting Productivity through

people, products and process | Innovative Product launches | Nurturing bottom quartile (productivity) management and agency to move up to next quartile | Impactful Pre Licensing Training based on Hub and Spoke model.

Fee Details:

- **Fee Details**
- Member amount : Rs 472.00- (Including 18%GST)
- Non Member amount : Rs 0.00- (Including 18%GST)
- Total Member count :