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New and disruptive technologies often generate both excitement and anxiety, and generative artificial intelligence (gen AI) is no exception. In marketing and sales, the buzz ...

Agentic AI is revolutionizing sales by enabling autonomous personal agents to work alongside human sales reps, identifying, nurturing, and closing deals across channels. ...

AI assistants are transforming sales by acting as digital coaches, analysts, and advisors to salespeople. They analyze sales pitches and provide personalized feedback, ...

Sales team management Digital Article Prabhakant Sinha, Arun Shastri, Sally Lorimer, and Namita Powers  
Your strategic accounts are more than just big sales.

When you're working in sales, you need to master the art of persuasion and that involves being able to tell a compelling story that explains why your product or service will ...

In today's dynamic business environment, decision-making in sales and marketing is shifting from reflective to reflexive, leveraging real-time data and AI to enable immediate, ...

A conversation with INSEAD professor Christoph Senn on what to do if your CEO is either overly involved--or not involved enough--in deals.

Leading a high-performing sales team requires a personalized talent management approach. Salespeople's needs evolve throughout their careers, and while sales managers ...

A study examined the habits of almost 5,000 sales professionals whose livelihoods depend on their ability to build and deliver persuasive presentations. The findings revealed 12 ...

Sales and marketing Magazine Article Ayelet Israeli, Leonard A. Schlesinger, Matt Higgins, and Ryan Reynolds A guide to creating fastvertising--quick response ads that go viral.

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