

Selling Paradigms and Customer Experience Management in B2B Markets: A Customer-Centric Exploration

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In the rapidly evolving B2B landscape, the confluence of modern selling paradigms and shifting customer experience expectations presents both opportunities and challenges. Traditional B2B selling paradigms are being disrupted by digital transformation, buyer empowerment, and the growing need for value co-creation. However, up to the present, B2B selling and customer experience management have primarily been researched in isolation. As supplier firms increasingly integrate diverse selling paradigms within and across customer relationships, managing the customer experience along the purchase journey becomes crucial. Consequently, future research must build theories and frameworks that align changes in selling paradigms with customer experience management, offering fresh insights into how sellers and buyers co-create value in today's data-driven, digital-first environment.

For practitioners, understanding the interaction between contemporary selling paradigms and customer experience is essential for developing strategies that not only meet but exceed customer expectations. It is vital to explore how to navigate the complexity of multi-stakeholder buying ecosystems and leverage technology to elevate customer-facing sales practices along the purchase journey.

Potential research questions to be explored in this session include:

1. How do different selling paradigms impact the buyer's perception of value throughout the customer journey?
2. How should transitions between the different selling paradigms be designed along the purchase journey to create frictionless customer experiences?
3. How do digital tools and data analytics shape the dynamics between selling paradigms and customer experience in B2B settings?
4. What role do multi-stakeholder buying ecosystems play in shaping the customer experience, and how can sellers effectively engage with these diverse stakeholders?

Exemplary references

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