

# Enroll to “Managing Value-Based Selling” course by 5th of September

Interested in learning how B2B businesses are building and delivering compelling value propositions and proactively building value-based customer relationships?

Most B2B companies are in a middle of a transformation toward service-based exchange and ecosystem-based value creation, and need to rebuild their sales and sales management in line with the new demands. The “Managing Value-Based Selling” course gives you the essentials to understand to implement the change in the industrial and service companies, starting with upcoming thesis opportunities.

There is room for about ten additional students on the course, please join, the start is 10th of September. Registration is open until 5<sup>th</sup> of September.