



## **DIVA – Towards smart sales through creating value in business-to-business markets**

**The DIVA project finds out how a company can benefit from digitalisation in B2B markets. The project, which is coordinated by Haaga-Helia, produces new information for companies so that they can target their B2B sales more precisely and add value with the help of digitalisation.**

Along with digitalisation, trading has changed radically: often a corporate buyer has made the buying decision long before meeting the seller for the first time. The seller is also met in the buying process in a later stage than before. This causes that the seller's possibility to create value with the client is more challenging than before. Renewing B2B sales is important for Finnish companies to succeed in the international markets. Digitalisation has not removed the importance of personal sales work, but has made it more difficult than before.

The project research group consists of experts in sales, marketing, digitalisation and interpersonal interaction. The project collects information with a questionnaire and interviews.

### **Objectives**

- to develop new tools for supporting a corporate customer's purchasing journey in digital channels
- to create a new model for a goal-oriented sales discussion
- to offer guidance and support for the corporate management to bring their management, marketing and sales to the digital age.

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### **Project duration**

6.1.2014 - 30.6.2017

### **Operating sphere**

International

### **Partners**

Haaga-Helia University of Applied Sciences (coordinator)  
Digia  
G4s  
Martela  
TeliaSonera  
Terveystalo  
University of Eastern Finland  
VTT  
Vlerick Business School

### **Source of funding**

Tekes – the Finnish Funding Agency for Innovation

### **Total funding**

1 250 000 €

### **TUAS budget**

236 700 €

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**Tekes**