
Registration Seminar

Seminar Title	: From Product Push to Solution Pull: A Strategic Framework for B2B Marketing in Warehousing and Distribution Services
Speaker	: Kamal Kishore Singh (Rollno : 922sm5001)
Supervisor	: Arvind Kumar
Venue	: Conference Hall, School of Management
Date and Time	: 22 Apr 2025 (11:00)
Abstract	: The contemporary B2B landscape is undergoing a paradigmatic shift, marked by a transition from traditional product-centric sales models to more integrative, solution-oriented approaches—evolution particularly pronounced within the warehousing and distribution sectors of supply chain management. This shift reflects a fundamental reconfiguration of business strategies for the involved stakeholders, particularly customers and their service partners, namely 3 PL, Shipping companies, Port Operators etc. This change requires new competencies, technologies, and approaches to value creation. While challenges exist, companies that successfully navigate this transition can enhance their competitive advantage and build stronger, more profitable relationships with their customers. This study aims to contribute to the existing body of knowledge on how solution-based selling in the B2B supply chain sector can work towards warehousing and distribution domain of supply chain services. Grounded in stakeholder and sensemaking theories, this study seeks to engage with all principal stakeholders involved in warehousing sales to develop a comprehensive framework that serves as a strategic resource for businesses aiming to transform their sales approaches. In addition, the study will also examine the role of modern technologies in facilitating solution-based selling, providing meaningful intuitions into the opportunities and obstacles aligned with their adoption. The main objective of the study is to propose a strategic framework for strengthening customer engagement, driving revenue growth, and strengthening competitive advantage for current dynamic marketplace. The findings are supposed to have substantial managerial and theoretical implications, especially in terms of empowering marketers to tailor their warehouse offerings to the evolving preferences of business buyers. By identifying the main drivers and obstacles to solution-based selling, this study lays the groundwork for continued evaluation into the significance of providing customized, demand-driven solutions as a means of overcoming legacy challenges—eventually influencing a company’s overall strategic direction.