



The Strategic Compass

Master Effective Sales Pathways to Amplify Success

Market Shift

The Information and Communication Technology market is no longer about selling hardware. It's about delivering seamless, hybrid-ready solutions that solve industry-specific business challenges. Furthermore, with the acceleration of AV and IT convergence, buyers choose vendors and integrators who understand:



Channel Ecosystems
(Principles, Economics...)



Stakeholder Alignment
(AV, IT, HR, Facilities, C-Suite...)



Business Outcomes
not just technical specifications.

In a highly competitive market, companies must upskill commercial teams to thrive. Here is why...

Sales Dilemma

Traditional sales tactics fail because:

- Buyers now follow a **non-linear journey** with 6+ stakeholders involved.
- Competitors pitch **commoditized solutions**, eroding margins.
- **Channel conflicts** strain partner relationships.

Business Impact

The impact on revenue and profitability is clear:

- **Stalled opportunities** and "opaque deals" polluting the sales pipeline.
- **Longer sales cycles** affecting forecast accuracy and margins.
- **Missed revenue** targets resulting in market share loss.



"Whenever you see a successful business, someone once made a courageous decision."

Contact us at partner@strategicpathways.asia for more information.



Increased Complexity

In today's dynamic market, success hinges on the ability to discover **new ways to align** with evolving client needs while **navigating the complexities** of long sales cycles, diverse stakeholders, and cutthroat competition. Sales and marketing professionals must **upskill to understand** these dynamics.



Evolution or Extinction

Sales teams that fail to adapt to this shift continue to push generic pitches rather than providing **insight-led, value-driven conversations** that guide buyers through their decision-making process. Teams that cling to **outdated methods** will continue to struggle, and business outcomes will not improve.

Investing in Employee Development: Change the Game

Upskilling Teams



Just as AV-IT convergence requires engineers to acquire new technical concepts, sales and marketing teams, traditionally strong in product knowledge, must now **master the art** of managing **channel partners** and engaging **key accounts**. Investing in talent development leads to improved **motivation, retention, and results**.

Immersive Workshop



The **Strategic Compass** is a comprehensive **training and coaching program** for teams who aspire to learn effective techniques and skills to amplify success. Our **experienced coach** will help you **navigate the business and cultural complexities**, explore the path, pave the way, and **reach the peak** in various markets.



The Strategic Compass

Immersive Workshop With Real-Life Applications

The Strategic Compass is designed to equip sales, presales, and marketing teams with actionable strategies and practical tools to transform challenges into opportunities. The program is highly interactive, fosters collaboration through team exercises, and incorporates key elements to succeed in the B2B market.



New Buyer's Journey

Master stakeholder engagement with messaging that bridges technical requirements and business outcomes.



Sales Methodology

Shift to proactive value creation by reframing conversations, tailoring messaging, and addressing objections.



Partner Management

Optimize market coverage by understanding channel principles, economics, selection and enablement.



Account Management

Cultivate client relationships through customization and proactive support, with role plays reinforcing skills and teamwork.



Strategic Planning

Leverage core principles and proven sales frameworks to win strategic accounts and ensure lasting impact and success.



Value Messaging

Learn what stakeholders care about and develop value propositions that resonate with your targeted audience.

The full program requires 2 days - 3 topics per day - to allow enough time for team exercises. By the end of the workshop, your team will emerge with the necessary skills and tools to navigate ambiguity, elevate stakeholder trust, and secure high-value deals where seamless experiences and trust are the currency.



After completing the workshop, we strongly encourage our clients to opt for our **1-on-1 coaching and mentoring program** which is designed to assist teams with planning and execution. Contact us for more details at partner@strategicpathways.asia.



Client Testimonial

IDEAL Systems Singapore

i "Investing in our ProAV sales team is investing in our ProAV customers. The focused and up-to-the-minute training from Marc A. RÉMOND will help our sales team better understand our customers' requirements, drivers, and thus meet KPIs. We are in the solution design business, not box shifting. The sophistication in ProAV sales is dramatically increasing with new software and cloud-enabled systems; it's not just 'banging and hanging' anymore. This plays well to our strengths as an emergent leading ProAV integrator born out of the complexity of Broadcast," said **Fintan McKiernan**, CEO, IDEAL Systems, Singapore.

Upskilling to Navigate the New B2B Buying Journey

The audio-visual (AV) industry is at a crossroads. As AV and IT systems converge and AI-driven applications reshape client expectations, technical expertise alone no longer guarantees success. Companies must now master the new B2B buying journey – a complex, multi-stakeholder process – while adopting sales and marketing approaches to lead clients through evolving needs. IDEAL Systems Singapore, a leader in ProAV and Broadcast solutions, exemplifies this evolution, having upskilled 17 team members through the *Strategic Compass* workshop led by Marc Rémond, a veteran sales strategist in Asia Pacific.

The New B2B Buying Journey: Complexity Demands Strategy

Today's B2B buyers are no longer linear decision-makers. The modern buying journey involves diverse stakeholders—from technical experts to C-suite executives—each prioritizing different outcomes. Sales cycles are longer, objections are more nuanced, and clients demand solutions that align with both immediate technical requirements and long-term business goals.

Marc Rémond, Executive Partner and Founder of **Strategic Pathways**, explained: "The B2B buying journey is a maze of competing priorities. Winning requires teams to decode stakeholder motivations, deliver insights that reframe client thinking, and guide buyers toward decisions that drive mutual value. This is where the Challenger Sales methodology becomes critical."

To read the full article on Systems Integration Asia's website [CLICK HERE!](#)



Marc A. RÉMOND

A seasoned technology and business strategist transforming the regional complexity of Asia Pacific into competitive advantage. Marc helps technology companies dominate markets with **impactful go-to-market** strategies, **meaningful messaging**, and **powerful training**. His culturally attuned, results-driven approach delivers sustainable growth. Marc RÉMOND is an active **AVIXA Xchange Advocate** and an **Affiliated Partner** of **NEXXT**, a bold, community-driven movement designed to help businesses make sense of AI.



Leadership Excellence

As former President of Asia Pacific at Kramer Electronics, Marc elevated the region to the company's top global market for three consecutive years. He has held various sales and marketing leadership roles at Barco, Poly (HP), Alcatel-Lucent (Nokia) and Nuage Solutions.



Industry Authority

A recognized thought leader who has contributed to technology publications and spoken at global conferences on Digital Transformation, AV/IT Convergence, and Industry Solutions.



Innovation Pioneer

An entrepreneur at heart, Marc launched the world's first agnostic Smart Collaboration system for meeting rooms in 2016 called ROOMIE, anticipating the need for platform-agnostic systems and the hybrid work revolution that would later become standard practice.



Global Perspective

A French-born Singapore citizen who has worked in the USA and China, speaks English, Spanish, and Mandarin, has a Master's in International Commerce, and has over 25 years of experience navigating business and cultural complexities in the Asia-Pacific region.



Strategic Pathways

Collaborative Route To Market Success in Asia Pacific

Strategic Pathways is a **Business Management Consultancy** specializing in:



Impactful Go-To-Market

Develop **channel strategy** and **onboard partners** to **accelerate market entry**.



Meaningful Messaging

Craft compelling **value propositions** that resonate with various **stakeholders**.



Powerful Training

Upskill sales teams to manage **channel partners** and **key accounts** effectively.

Our **subject-matter experts** leverage our key strengths to **deliver exceptional results**:



Extensive Network

Strong relationships with end customers, channel partners, vendors and consultants across Asia Pacific.



Proven Track Record

25+ years of experience in leading sales and marketing teams selling to both Enterprise and Public Sector markets.

With **25+ years of experience**, we equip your team with the necessary **skills and tools** through:



Industry Expertise

Strong understanding of the Audio-Visual, UC and Collaboration, and IT markets.



Cultural Insight

Deep expertise in local markets, business practices, and cultural nuances.



Commercial Excellence

Master sales management techniques and integrated marketing campaigns in B2B.