

THE INFLUENCE OF SALESPERSON CUSTOMER ORIENTATION, ADAPTIVE SELLING, AND INTERPERSONAL LISTENING ON CONSULTING EFFECTIVENESS

Alfred Pelham, The College of New Jersey, United States
Louis Tucci, The College of New Jersey, United States

ABSTRACT

There is growing recognition in selling research of the importance of the role of salespeople in implementing a relationship marketing strategy. This recognition has been influenced by significant changes in the nature of business-to-business markets. This recognition has also increased interest in the influence of salesperson's behaviors, such as Customer Orientation, Adaptive Selling, and Interpersonal Listening in Personal Selling, on measures of sales effectiveness. However, these studies have tended to study the influence of only one behavior and not their combined influence. None of these studies have examined the influence of these behaviors on the sales performance variable of the value added for the customer. Therefore, this study sought to remedy that deficit in our knowledge. This study found that all three behaviors have significant direct and indirect links to value added for the customer, with Interpersonal Listening as the strongest influence. The authors provide explanations for these results and discuss implications for sales managers and salespeople.

References Available on Request.