

A Modelling Approach of Salesperson Communication Behavior Effects in Financial B2B Services

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Abstract

The aim of this paper is to research the behavior of salespeople during the sales and negotiation processes (sales behavior) with customers – companies, in the context of financial services. A modelling approach is adopted, and a single survey is conducted among companies using banking services in a south European Country. The Getting, Giving and Using Information notion is examined while its effects on the building of Trust and Commitment with bank salespersons is modelled. Empathy is also examined as an outcome of the communication processes and the latter three variables are found to represent strong antecedents of Client's Satisfaction with both the Salesperson and the Bank. In the light of these findings, banks are prompted to adopt a more relational approach to managing their client database, while equipping financial salespersons with strong communication skills through the appropriate training.

Track: Marketing Strategy and Marketing Mix