

Exploring the role of salesforce agility on services performance

Marina Kyriakou
University of Piraeus
MARKOS TSOGAS
University of Piraeus

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Abstract

The aim of this study is to explore the concept of sales agility in services and to investigate its impact on firms' performance. The insurance sector within the services industry - given its specific characteristics - was selected as the most appropriate research context for this study. For the purposes of meeting out objectives, an online survey took place among insurance agents and brokers of the largest insurance company in a southern European country. The results indicate that agility constitutes a crucial factor in B2C services sales and confirm its impact on performance.

Track: Marketing Strategy and Marketing Mix