

Dimensions of Value Based Selling: The impact on company performance

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Abstract

The concept of value-based selling (VBS) gained traction in marketing literature in recent years. Previous studies highlighted the positive effect of various components of VBS on profitability and competitiveness. However, there seems to be a paucity of research concerning the impact of VBS on company performance on a granular level. Based on the literature review, we develop 9 components of value-based selling. Next, we evaluate the model based on empirical data collected from 151 Danish companies that operate in business-to-business markets. We find that the impact of VBS on company performance is not created equal. While System & Tools, and Sales Training affect both the sales performance and market performance, the other dimensions of VBS impact on different aspects of performance. The results of the study support the notion that VBS affects long-term performance rather than short-time sales.

Keywords: *Value-based selling; company performance; organizational capabilities*