

Are current measures of B2B sales performance outcomes appropriate for modern B2B selling? A systematic review and taxonomy

Per Ivar Seljeseth

Nord University Business School

Tor Korneliussen

Nord University Business School, Bodø

Michael Greenacre

Universitat Pompeu Fabra, Barcelona Graduate School of Economics

Cite as:

Seljeseth Per Ivar, Korneliussen Tor, Greenacre Michael (2019), Are current measures of B2B sales performance outcomes appropriate for modern B2B selling? A systematic review and taxonomy. *Proceedings of the European Marketing Academy*, 48th, (8507)

Paper presented at the 48th Annual EMAC Conference, Hamburg, May 24-27, 2019.



Are current measures of B2B sales performance outcomes appropriate for modern B2B selling? A systematic review and taxonomy

Abstract

B2B selling is changing fundamentally towards an increasing variety of activities and outcomes. The literature provides no consensus about measures of B2B sales performance outcomes, or which aspects that constitute this construct. Developing reliable and valid measures for this complex and evolving construct are of great importance for progress in sales research. This study contributes with a systematic review of the measures researchers use for B2B sales performance outcomes, and an evaluation of their appropriateness in modern B2B selling. The review includes 139 studies published in 17 journals in the period 2001-2015, and identifies 151 types of measures. A cluster analysis provides a taxonomy of eight selections of measures that researchers use for assessing B2B sales performance outcomes. Only one cluster, with 14 % of the reviewed studies, uses measures that partially cover the multiple outcomes in modern B2B selling. Implications and further research are suggested.

Keywords: *Sales; Performance; B2B*

Track: Sales Management and Personal Selling