

# New Sales Practices: Are Salespeople Value Co-Creator?

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### **Abstract**

From order taker to value creator, salespeople's role adapt depending on the evolution of the selling context. While sales are facing a deep change, we know very little about how sales practices evolve at a micro level of analysis. Above all, research has copiously neglected to study the role of salespeople in the value co-creation process. To answer these questions, we adopt a conceptual framework combining the theoretical lens of S-D Logic and the sociological framework of practice approach. We applied a qualitative method and interviewed 34 salespeople, sales managers, and sales experts in B2B sales. Our preliminary findings suggest that 1) sales practices are connected to IT and project management practices, 2) the digitalization of sales practices is not complete because it suffers a lack of meanings, and 3) salespeople play a strategic role in preventing value co-destruction.

**Keywords:** *value co-creation; practices; B2B sales*

**Track:** Sales Management and Personal Selling