

Proposing a Sales Performance Motivational Framework for B2B Sellers in Services Firms

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Cite as:

Høgevold Nils, Roberts-Lombard Mornay, Rodríguez Rocio, Svensson Göran (2023),
Proposing a Sales Performance Motivational Framework for B2B Sellers in Services
Firms. *Proceedings of the European Marketing Academy*, 52nd, (112354)

Paper from the 52nd Annual EMAC Conference, Odense/Denmark, May 23-26, 2023



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Abstract

Abstract This study tests a framework of business-to-business sellers' sales performance motivations in services firms. An exploratory-descriptive research design was used and data was collected from 389 respondents working in the services-orientated business sector of Norway. The results of this study verify that business-to-business service sales are complex contexts and situations to handle for business-to-business seller services firms and their business-to-business customers. Many elements are required to reach a final deal. Therefore, services firms must maintain seller motivation throughout the business-to-business services sales process, which is usually hard and may involve psychological wear-out. Therefore, this study examines and verifies an important area of sales performance indicators, namely business-to-business sellers' motivations in services firms. It also explains business-to-business sellers' intrinsic and extrinsic motivations. Keywords: goal orientation; work engagement; Norway Track: Business-to-Business Marketing

Subject Areas: *Business-to-Business Marketing, Sales Force, Service Marketing*

Track: Business-To-Business Marketing & Supply Chain Management