

Digital footsteps: Insights from organizational information search for sales lead qualification

Julia Gyorffy-Schäfer

Aalborg University Business School

Poul Andersen

Aalborg University Business School, Norwegian University for Science and Technology (NTNU)

Dr. Holger Roschk

Aalborg University Business School

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Abstract

Efficient lead qualification through objective criteria for lead quality assessment is necessary to ensure sales productivity in a business-to-business (B2B) environment. Despite its importance, research on the topic is scarce and does not reach a consensus about lead quality indicators. Organizational information search, as a central buying activity, implies signals of interest in a seller's offering. With digitalization, information search patterns become visible through data traces and can be used by vendors as useful information for lead qualification. In this paper, we build a conceptual framework that defines organizational search patterns as a function of the buying situation. With evidence from literature, we build hypotheses of which search patterns indicate an active buying process. We claim that these patterns, if recognized through digital data traces, can help to identify, and discriminate sales leads. An empirical validation of the hypotheses is a necessary next step.

Subject Areas: *Business-to-Business Marketing, Organization Behavior, Sales Force*

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