Exploring the Influence of Digital Technologies on the Operations and Synergies of Sales and Marketing Divisions in Technical B2B Companies

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Abstract

This study aims to analyze and reassess the roles and tasks of marketing and sales departments in industrial B2B companies by considering the influence of digitalization and technological advancements. It encompasses three research components: (1) analyzing recruitment advertisements, (2) conducting focus groups with professionals from various B2B companies, and (3) a quantitative study examining marketing and sales requirements and interfaces. The findings underscore the significance of enhancing digital competencies and fostering customer-centric behavior within marketing. Moreover, the study reveals an ongoing process of task integration between marketing and sales departments, although it remains incomplete. Notably, there are disagreements among marketing employees, sales personnel, and C-Level managers regarding certain tasks, which may lead to potential conflicts. The study concludes by providing implications for the scientific community as well as for businesses and marketing educators.

Subject Areas: *Business-to-Business Marketing, Inter-organizational Collaboration, Organization Relationships, Organization Structure*

Track: Sales Management and Personal Selling