

Customer-Centric Salespeople: Exploring Goal Orientation and Customer Evaluation in B2B and B2C contexts

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Abstract

The primary aim of this study is to investigate the relationships between various types of goal orientations among sales personnel and customer evaluations in industrial (B2B) and consumer (B2C) sales. A cross-sectional survey design was employed, involving a sample of 595 pairs consisting of sales representatives and their respective customers. The findings suggest that diverse goal orientations are associated with distinct forms of customer evaluation. Sales professionals with a Performance-Prove Goal Orientation (PPGO) exhibit proficiency, particularly in outcome-based customer evaluations, especially within the B2C context. Conversely, Individuals with a Performance-Avoid Goal Orientation (PAGO) tend to be successful in terms of behavior-based customer evaluation, particularly in the B2B context. Additionally, in B2C sales, there is a strongly negative relationship between Learning Goal Orientation (LGO) and outcome-based customer evaluation.

Subject Areas: *Customer Relationship Management and Customer Satisfaction, Retailing, Sales Force*

Track: Sales Management and Personal Selling