

Mindfulness in Sales: Mitigating Emotional Exhaustion and Enhancing Customer Collaboration

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Abstract

63% per cent of sales professionals in the U.S. deal with mental health issues. Salespeople experience challenging job dynamics leading to exhausting emotional encounters. However, there is little research on salesperson mindfulness and emotional exhaustion. We integrate research on salesperson skills – adaptive selling and selling knowledge – with the theory of mindfulness to understand its impact on emotional exhaustion. We investigate how mindful non-reactivity and non-judging moderate the relationship between salesperson skills and emotional exhaustion. Further, we assess the impact of salesperson emotional exhaustion on customer collaboration and how mindful describing can mitigate this relationship. We conducted a longitudinal survey of salespeople and estimated the model using a latent instrument approach to correct for endogeneity. The results are largely consistent with our hypotheses and demonstrate the critical role of mindfulness in managing emotional exhaustion.

Subject Areas: *Sales Force*

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