

Smart Technologies in Sales – Unveiling the role of salesperson smart technology use in sales interactions.

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## **Abstract**

The study explores the role of salesperson augmented reality (AR) use in sales interactions. Despite existing research on AR's potential for consumers, a gap exists in understanding its application in contexts with high customer-salesperson interactions. The research focuses on three main objectives: evaluating the effectiveness of salesperson AR use compared to traditional training (and salesperson experience), uncovering the mechanisms linking AR use to sales outcomes, and identifying moderating factors influencing this relationship. The study aims to provide valuable insights for academia and practical decision-making in sales, filling a critical gap in understanding the impact of new technologies on sales outcomes. By offering insights into mechanisms, moderating factors, and implications of AR infusion, the research aims to provide practical recommendations for businesses navigating the evolving sales landscape in a technology-driven marketplace.

**Subject Areas:** *Marketing Strategy, Sales Force*

**Track:** Sales Management and Personal Selling