

“What makes Salesperson Gritty Heroes?”: Transforming Challenges into Triumphs

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“What makes Salesperson Gritty Heroes?”: Transforming Challenges into Triumphs

In today’s highly competitive business dynamics, organizations strive for sales excellence through the transformative journey of their front-line sales team. Understanding key determinants of sales performance is crucial for their survival. This study utilizes the frameworks of SDT and ET uncover the dynamics that drive sales performance. Through interviews with 100 CPSEs working across diverse sales organizations, we explore six critical factors influencing sales performance. The study enriches academic literature by providing a framework for understanding evolving marketplace. The research also offers strategic and actionable implications for managers who aspire to cultivate a high-performing culture built on the foundations of transparency, mutual respect, trust, ethics, collaboration, and adaptability in the workplace. The recommendations will guide organizations with strategies to motivate salesman to internalize the vision of the organization and develop into future leaders.

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