

The concept and construct of salesforce agility in the insurance sector

MARKOS TSOGAS

University of Piraeus

Marina Kyriakou

University of Piraeus

Gerasimos Bogris

University of Piraeus

Acknowledgements:

This work has been partly supported by the University of Piraeus Research Center

Cite as:

TSOGAS MARKOS, Kyriakou Marina, Bogris Gerasimos (2020), The concept and construct of salesforce agility in the insurance sector. *Proceedings of the European Marketing Academy*, 11th, (85118)

Paper presented at the 11th Regional EMAC Regional Conference, Zagreb
(online), September 16-19,2020



The concept and construct of salesforce agility in the insurance sector

Abstract

The aim of this study is to investigate the structure of the concept of agility in sales and to offer initial evidence on the performance implications of salesforce agility. The insurance sector was selected as the research context since it provides an adequate sample of experienced salespeople and objective data of success or failure in terms of new contracts earned and sales volume. For the purposes of this study, a web-based survey took place among insurance agents and brokers of the largest insurance company in a southern European country. The results confirm the second order nature of the agility construct,