

The effect of technology readiness on technology use and the customer base in the context of sales digitalization

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## **Abstract**

This article explores the factors influencing the digital transformation of sales. Our research draws primarily on the Technology Readiness Index (TRI) and the literature on sales activities and tools. The empirical research is based on a series of interviews with 122 different salespeople conducted in 2018. The research also explored several aspects of technology readiness, the digital transformation of sales and the interactions between them. Key conclusions were found between technology readiness, technology characteristics and the digital tools and technologies used by salespeople. It is important to mention the limitations of the research methodology and the highly heterogeneous sample composition, which require further testing and analysis of the conceptual framework that emerged as a result of this research.

**Keywords:** *sales management, technology readiness, digitalization*