THE ROLE OF SALE-SERVICE AMBIDEXTERITY IN PRODUCT DEVELOPMENT. A STUDY IN SMES.
AUTHOR: BENJAMIN ATTAKORAH
SUPERVISOR: PROF. DR. ALLARD VAN RIEL
MASTER OF MANAGEMENT – INTERNATIONAL MARKETING STRATEGY

INTRODUCTION

Firm
Salesperson
Customer(s)

Research & Development

RESEARCH QUESTIONS

➢ How do salespersons cope with their conflicting dual roles?
➢ How do the opposing sales and service roles of salespersons affect product development?

METHODOLOGY

➢ Service and manufacturing firms

RESULTS

➢ Salespersons are able to cope with their roles through adaptive selling behaviours, customers’ trust, empowerment by managers and team support.
➢ Sale-service ambidexterity affect product development in SME’s through exploration and exploitation activities, generating ideas from customers and customer need assessment.

CONCLUSION

➢ Adaptive selling behaviours of salespersons, trust in the salespersons, empowerment of salespersons and team support motivate salespersons to fulfil sales-service ambidexterity.
➢ Ambidextrous salespersons explore new opportunities and exploit their existing competencies to generate ideas from customers, prioritize them and use them in developing new products and modifying existing ones.

REFERENCE

