

IMPACT OF CRM ON SALES PERFORMANCE FOR VIRTUAL SALES PROFESSIONALS

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ABSTRACT

In the last decade firms have implemented technology initiatives for sales professionals that provide access to customer data and enable them to increase workplace efficiency by communicating electronically with their clients and colleagues. Many salespersons work virtually outside the traditional office and technology, in the form of CRM, allows sales professionals to devote more flexible time to better serve their customers. By utilizing CRM technology, today's sales professionals can communicate and collaborate with clients and internal managers anytime, anywhere. This study's findings support the hypotheses that CRM utilization has positive impacts on sales performance, namely sales process effectiveness, performance with customers, and administrative efficiency. Among the three performance measures, CRM usage has the greatest impact on sales process effectiveness.

References Available on Request.