

Public Abstract

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Essays on the Roles of Motivation and Communications-Mix Synergies

Searching for new customers (prospecting) is an important part of personal selling, but scholars know little of what makes a salesperson effective at prospecting. Drawing on a variety of theories from sociology and communications, I argue that social networking is a key driver of salesperson prospecting effectiveness. Using data collected from the sales force of a large automobile insurance company, I find that the effect of salesperson networking on prospecting performance depends on the salesperson's motivation for networking, as well as the type of advertising the salesperson's customers receive. My study builds a foundation for understanding network-driven sales prospecting.