

THE ROLE OF SALE-SERVICE AMBIDEXTERITY IN PRODUCT DEVELOPMENT. A STUDY IN SMES.

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INTRODUCTION



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.

RESEARCH QUESTIONS

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

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.

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