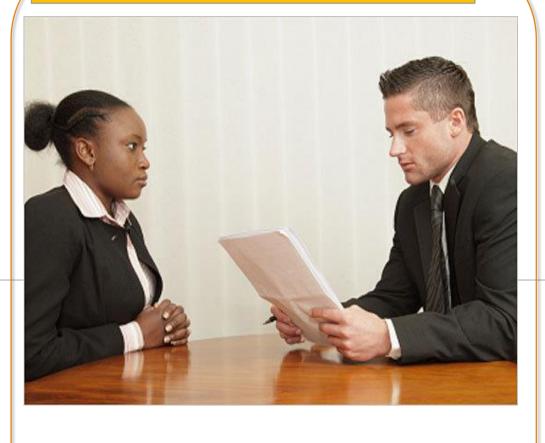
THE ROLE OF SALE-SERVICE AMBIDEXTERITY IN PRODUCT DEVELOPMENT. A STUDY IN SMES.

AUTHOR: BENJAMIN ATTAKORAH SUPERVISOR: PROF. DR. ALLARD VAN RIEL

MASTER OF MANAGEMENT – INTERNATIONAL MARKETING STRATEGY







Service and manufacturing firms



Salespersons are able to cope with their roles through adaptive selling behaviours, customers' trust, empowerment by managers and team support.

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RESEARCH QUESTIONS

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

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.

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