

# **Cultural Differences in the Use of Entertaining in Sales: An Exploratory Study of Entertaining and its Impact on Relationship Building Performance**

**By**

Charles B. Ragland, DBA, University of Toledo (USA)

Michael Rodriguez, Ph.D., Elon University (USA)

## **Abstract**

Research on relationship forging tasks such as the entertainment of clients and prospects within the sales process has been limited. Our exploratory study considers the relationship between entertainment and relationship building performance. Furthermore, the conceptual model examines the potential moderating influences of two cultural variables (individualism – collectivism and the propensity to trust) on the entertainment-performance relationship. We conclude with a discussion of our research plan. We expect that these findings will provide international sales professionals with a better understanding of the relative importance of entertaining within different cultural selling environments.