

The Emergence of Value in a Sales Meeting:

The Salesperson's Perspective

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Abstract: This paper asks from the perspective of a salesperson, can there be value prior to the point of sale and more specifically, is a single sales meeting as such an independent source of value during the course of a selling process? This paper fills an intriguing research gap with providing an understanding of the possibilities an interpersonal context of a sales meeting offers for the emergence of value. The paper builds on the perspective of symbolic interactionism and offers a constructed grounded theory presentation of sales meetings based on eleven salesperson interviews in the context of selling business-to-business professional services. Value related to a single sales meeting is analyzed with empirically grounded value themes together with the aspects of relating and participating. According to the novel view offered in the paper, a sales meeting is service for the salesperson; in addition to being exclusively a giver in a sales meeting, the salesperson actually becomes a beneficiary as well.

Keywords: sales meeting, salesperson, value, business-to-business, symbolic interactionism, constructivist grounded theory.