

Exploring value creation in video-recorded B2B sales interaction – A conversation analytic perspective

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Customer's value creation in B2B sales interaction has long been a "black-box". Little empirical research has focused on micro level seller-buyer interaction. This paper contributes to the literature on value creation and professional sales by exploring how value is created in interactions between sellers and buyers. We analyzed video-recorded sales meetings using conversation analysis perspective which opens up various elements of social interaction as well as linguistic nuances within these interactions. Our empirical findings suggest salespeople need to perform three functions to enhance value co-creation: negotiate a shared understanding of value, contextualize the value proposal into the customer's value creating processes and facilitate her internal change process to realize new value.