
IMPACT OF EMOTIONAL INTELLIGENCE ON SALESFORCE MANAGEMENT: AN EMPIRICAL REVIEW

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ABSTRACT

No matter what grandiose strategies organizations may have, its success ultimately depends on the execution by the frontline, mainly the Salesforce. Selling and the related processes of an organization directly impact to overall financial performances. As per empirical studies reveal, Salesforce has been transforming with digital edge. Integrating technology into Salesforce management has been a significant trend in the present world. One of the critical concepts applied in Salesforce management is emotional Intelligence (EI). But still arguments are found claiming the issues and challenges faced within when it refers to execution excellence of EI with Salesforce management strategies. In accordance, this paper followed an extensive literature review as the main instrument to address the purpose of investigating how EI interconnects with Salesforce management contexts. It further attempted to investigate the related concepts, theories and practices found within the scope of EI whilst specific attention is made on Salesforce. Paper followed literature review as the main research instrument and industry related insights and empirical contents were discussed accordingly. This study specifically refers different industries and country contexts to explain the relevance of EI in managing Salesforce for higher performances. Paper presents some empirical thoughts and discussions with explanations providing practice related decisional inputs for the managerial implications. Finally, it concludes future research directions denoting to industry specific matters and empirical suggestions.

KEYWORDS: *Emotional Intelligence, Salesforce, Salesforce Management, Sales Performance*

1. INTRODUCTION

Sales continues to be a top investment priority for businesses, according to the third annual LinkedIn State of Sales (2018) report. In the U.S. alone, companies spend \$15 billion each year training sales employees and \$800 billion on incentives to retain talent. Zoltners, Sinha and Lorimer (2016) place the annual spend on sales training in the US at US\$ 20 Billion. Yet, the results of that spend are debatable considering the divergence in performance evidenced in the Salesforce of organizations. For e.g. Martin (2013) quotes the results from an extensive research project involving more than one-hundred vice presidents of sales at top technology companies (software, cloud, computer hardware, and telecommunications) which revealed that the overall average for percentage of salespeople that achieved one hundred percent of quota the previous year was sixty percent. However, the number of salespeople who achieved one hundred percent of quota varied greatly by sales organization. To make matters worse, attrition adversely affects the return on the above investment in addition to loss of sales