

SALES ORIENTATION V CUSTOMER ORIENTATION IN THE UK MEDICAL DEVICE INDUSTRY AND AN EXPLORATION INTO VALUE FROM A CUSTOMERS PERSPECTIVE

L7 – RESEARCH METHODS AND PROFESSIONAL DEVELOPMENT

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WHAT IS SOCO?

Sales Orientation

- Concern for self
- Pressured sales approach
- Short term sales
- Probability of an immediate sale at the expense of sacrificing customer interests



Customer Orientation

- Concern for others
- Customer problem-solving and need satisfaction
- Customization
- Long term customer satisfaction

WHY THIS RESEARCH?

- Lacking empirical data/contextual application – Medical Device Industry
- Personal benefit to researcher
- Customer orientation (CO) is a dominant concept in the sales and marketing literature
- Dramatic changes in selling environment in medical industry
- Sales is the fundamental element of all business

AIMS

- Main aim – Does CO contribute improve sales performance, add Value and increase retention?
- B2B context
- CO - Customers perspective
- Contribute to extant theories
- Strengthen validity and reliability of SOCO
- Identify selling orientation in medical device industry?

HYPOTHESIS

- The proposed hypothesis is as followed:
- H1 - The buying environment affects the degree of CO – CO has a bigger impact in B2B rather than B2C. Medical device industry is B2B and CO will be the prominent sales style.
- H2 - The greater the complexity of product or service the more beneficial CO will be.
- H3 - CO increases customer retention
- H4 - CO improves sales performance
- H5 - CO results in preferred supplier status, when there is little differentiation between suppliers
- H6 - Ability to listen improves CO
- H7 - SO has a negative relationship in a medical device context

PHILOSOPHICAL STATEMENT

- Ontology = Interpretivism
- Subjective
- Form meaning through everyday exchanges
- Epistemology = Constructivism
- Knowledge acquired through social interactions

RESEARCH METHODS

- MMR Approach
- 9 point Likert-scale
- Survey – SOCO + Self job performance
- Objective sales data - % of quota over 12 month period
- Semi-structured interview – Customers

SAMPLE

- Survey 50 SP's
- 5 different companies
- Interview 6 customers – at least 3 locations
- Purposive sampling
- Within 80 mile radius for convenience

DATA

- Voice recorded device - Interviews
- Digital document – Survey
- Informed consent
- Password protected data
- No names to be used

TIME, COSTS & RESULTS



- 8 weeks to collect data + 4 months to finish

- Minimal – Fuel

- Thematic analysis – Interviews
- Hypothesis and existing research – theme list
- SOCO scale – correlational analysis

FUTURE RESEARCH

- Effects of AI in supporting relational sales – CRM
- AR, VR or other digital technologies in medical sales

QUESTIONS?