

SALESPEOPLE LINKEDIN EFFECTS ON OPPORTUNITY WINS

Autoria

Danny Pimentel Claro - danny@insper.edu.br

Prog de Mestr Prof em Admin/Insper - Instituto de Ensino e Pesquisa

Fabio Carvalho Miranda - fabio.miranda@mail.com

Prog de Mestr Prof em Admin/Insper - Instituto de Ensino e Pesquisa

SILVIO ABRAHÃO LABAN NETO - silvioaln@insper.edu.br

Prog de Mestr Prof em Admin/Insper - Instituto de Ensino e Pesquisa

Resumo

The use of social networks for business purposes (e.g., LinkedIn, Twitter) has grown significantly in the sales context. Such results make salespeople consider using social networks to improve sales performance. Previous sales research has documented several benefits of business social networks. However, no previous research has ever documented the effects of key social network activities on winning opportunities. The authors aim to study the effects of LinkedIn activities performed by salespeople on the evolution of their sales opportunities. Hypotheses are tested with LinkedIn and firm records data from all 163 salespeople of a regional business unit of a leading global IT firm in one business year. Authors unveil positive effects of social network access, searching new contacts, and adding contacts to the network on winning larger opportunities. Salespeople also benefit from social network access and communication to close opportunities more quickly. This study is the first study, to our knowledge, to gather data from a public business social network platform and match it with data from a firm CRM system. We expect to contribute to the sales literature and provide guidance to sales management.

