

An exploratory investigation of the relationship of sales force compensation and intrinsic motivation.

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Abstract

In an era of relationship selling, one practical concern for sales management has been how to best compensate salespeople to achieve long-term and changing objectives. Intrinsic and extrinsic motivation have long been a concern of sales research, but researchers have done little to relate motivation to the various components of a compensation system. Intrinsic and extrinsic motivation and relationship selling have not been linked either. This article explores these issues to develop a framework for future research on these topics. We first review a theoretical perspective and exploratory data from 19 interviews with sales managers. Using these two mechanisms, we present a series of propositions about the relationship of compensation, motivation, and relationship selling.



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