

# Research Snapshot

## A qualitative study of leader behaviors perceived to enable salesperson performance

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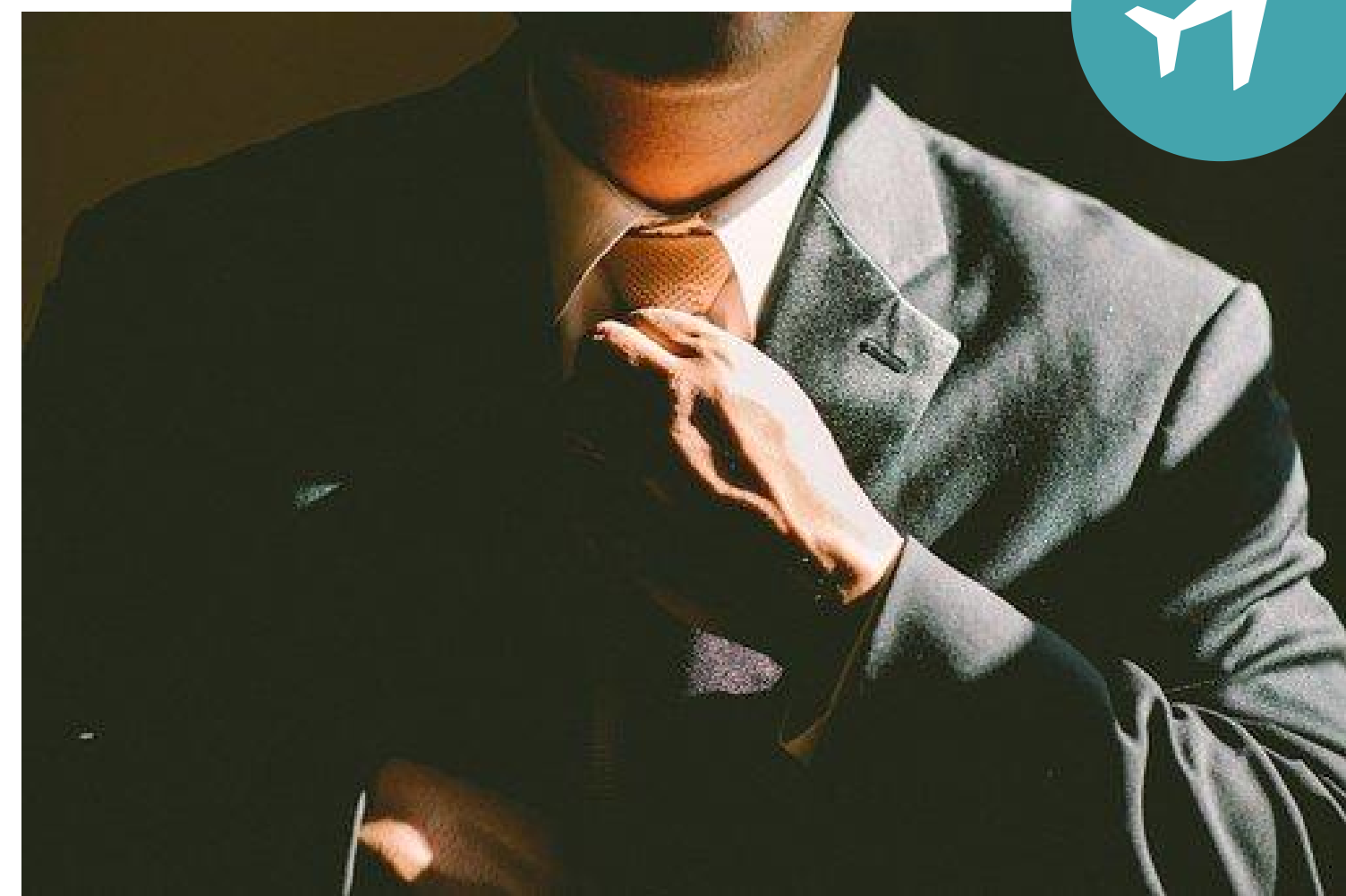


### Process

- Extends previous sales leadership research
- Semistructured interviews with employees at a global enterprise software company were qualitatively analyzed

### Results

- Key sales leader behaviors are coaching, collaborating, championing, and customer engaging
- Potential mediating variables are trust, confidence, optimism, and resilience



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