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Contemporary sales organizations are spending billions of dollars or euros on sales technologies with the objective of streamlining the sales process, enhancing sales force productivity, and improving customer relationships. A variety of sales technologies exist such as customer relationship management (CRM) software, mobile sales force

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Technology-based research has a long, storied history in the sales discipline. Beginning with the role of computers to laptops, moving to the influence of the Internet, onward to customer

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Sales Technology is one of the most complete yet easy-to-read books I've read on the subject of CRM implementation. Panagopoulos gives tons of information on how executives can be involved in sales technology implementation can make the most of every dollar invested, while ensuring that salespeople will accept and use these expensive technologies.

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Chapter 1: Sales Technologies: Their Definition, History ...

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Finally, sales technology infusion influences both key outcomes and findings support the importance of fostering sales force intelligence norms. Implications of the study are discussed