# Workplace Spirituality at Individual Level and Relational Selling Behaviours
## A Study among Front - line Sales Executives in Insurance Sector

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In the present day sales environment, scholars and practitioners have identified the limited role of transactional selling and strongly advocate relational selling that serves the interest of both the buyer and selling organisations. Promoting relational selling among the salesforce requires the organisation to facilitate the salesforce workplace spirituality at individual level as it helps in transcending their personal goals to achieve the organisational and customer goals.

Among the research community, workplace spirituality at individual level has received wider acknowledgement in the recent past. However, its role in the personal selling efforts has not been explored well. There is evidence in literature that employees who find workplace spirituality at individual level show interest in listening to others' attentively, seeing other's point of view, helping others' to solve their problem and partnering with people, which are the basic tenets of a relational sales interaction. The present study explored the research question; will workplace spirituality at individual level influence relational selling behaviours?

As part of the current study, a conceptual framework that connects aspects of workplace spirituality at individual level and relational selling behaviours has been developed. Through the extant literature review the construct workplace spirituality at individual level (also referred as Individual Spirituality at Work) is identified to have three dimensions; inner life, meaningful work and sense of belongingness. Workplace spirituality at individual level among salesforce is hypothesized to have an influence on three relational selling behaviours; customer orientation, adaptive selling behaviour and ethical selling behaviour. This relationship is also conjectured to have been moderated by organisational identification of salesperson.

To empirically examine the relationships among the constructs, a quantitative cross-sectional survey design was used. Data for the study was collected from 218 insurance front-line sales managers of 10 different companies. The study was conducted in Chandigarh Tricity. The scales for measuring constructs were adapted from existing literature. Structural equation modelling and moderated regression analysis were used to analyse the data.

The results provided considerable support for the hypotheses. The major implications of this study should be important to businesses committed to achieving customer satisfaction and long-term customer relationships.

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