

Managing “Good” vs “Bad” Creativity in Today’s Sales Organizations

Study Overview / Purpose:

Clearly, sales representative need to be more creative than ever before but the very creativity that is needed to solve customer problems can also be a major disruption to the sales organization’s policies, procedures and guidelines. Striking the right balance between allowing reps the leeway to create new best practices, even new products and services, and maintaining some semblance of organization gives sales managers a new obstacle to manage.

The Florida State University Sales Institute is interested in learning more about this management dilemma and is launching a series of research projects aimed at generating insights that might prove helpful to managers faced with this issue. Specifically, the FSU research team is seeking to gain a better understanding of the problems and opportunities that are generated by sales representative creativity. A second issue under investigation is how to manage sales representative creativity so that creative reps are given ample opportunity to succeed without major disruptions to the organization. Finally, how to harness and disseminate new best practices generated by creative reps to the rest of the sales force is being investigated.

Research Method:

In-depth Telephone Interviews

What’s Required of Participants:

30-45 minutes at a time of your choosing. We simply ask that you take a few minutes before the interview to think about examples of “good” and “bad” creativity in your organization. We will be exploring what these are and how they are managed in your company and by your personally if applicable.

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