

## **Business Buyers' Expectations in Buyer-Seller Encounters**

**Authors :** Pia I. Hautamäki

**Abstract :** Sales has changed. Selling has taken on aspects of relationship marketing and sales force play a critical role in developing long-term relationships between buyers and sellers which is seen to serve the company's targets and create success for a long run. The purpose of this study was to examine what really matters in buyer-seller encounters and determine what expectations business buyers have. We studied 17 business buyers by a qualitative interview. We found that buyers appreciate encounters where the salesperson face the buyer as a way he or she is as a person, identify the real needs to improve buyers' business and build up cooperation for long-term relationship. This study show that personality matters are a key elements when satisfying business buyers' expectations.

**Keywords :** business buyer-seller encounters, customer expectations, perceived similarity, personal selling, personality types

**Conference Title :** ICIM 2015 : International Conference on Innovation and Marketing

**Conference Location :** Venice, Italy

**Conference Dates :** April 13-14, 2015