

RELATIONSHIP BETWEEN VIRTUAL LEADER'S STYLE AND PERFORMANCE OF SALES TEAMS IN TELECOMMUNICATION COMPANIES

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ABSTRACT

The commercialization of the Internet and the widespread use of information technology have enabled many organizations to enhance their business processes and expand their markets. Virtual sales teams allow the flexibility and convenience of working anywhere and building a geographically diverse workforce. However, an inappropriate leader's style adopted by virtual sales teams may cause potential business failures and economical losses in California Silicon Valley telecommunications organizations. The proposition of this correlational study was to examine the relationship between the virtual leader's style and the team performance (comprised of three factors; achieving virtual sales team objectives and KPIs, individual role clarity, and the sales team collaboration) of California Silicon Valley telecommunication networking virtual sales teams.

The participants included 120 distributed sales professionals employed by California-based telecommunications networking organizations who completed an Internet-based survey regarding virtual leader's styles and team performance. The finding from the study was that a correlation existed between the virtual leader's style and the team performance. While the findings showed significant correlations between the virtual leader's style and the sales team performance for achieving team KPIs ($r_{pb} = .667, p < .01$), role clarity ($r_{pb} = .336, p < .01$), and team collaboration ($r_{pb} = .738, p < .01$) respectively, additional analysis showed weak linear relationships between the variables ($R^2 = .444, .113, \text{ and } .545, p < .01$)

KEYWORDS: *Globalization, Multinational Corporations, Telecommunications Networking Companies, Sales Teams, Virtual Sales Teams, Virtual Teams, Team Performance, Leadership Competency, Leadership Models, Leader Styles, Leadership Development, Distributed Teams, Performance, Sales, Management Styles, Silicon Valley*

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