
Abstract

Two conceptual approaches (Davis, 1989; DeLone & McLean, 1992) are unified into a conceptual model that offers a comprehensive explanation of CRM acceptance antecedents and consequences in a sales force setting. Based upon responses from 240 salespersons that utilize a CRM system, the model is tested and explanations are offered for the system’s acceptance. Specifically, the most prevailing influence on CRM acceptance comes from CRM perceived usefulness, followed by the setting of accurate expectations regarding system usage, the salesperson innovativeness towards new technological tools, the CRM perceived ease-of-use, and the supervisor encouragement and support. Surprisingly, the model does not adequately explicate salesperson performance. Sales managers are presented with a discussion and implications of the findings.

Keywords: Salesperson performance; CRM; information technology acceptance