

**Table I**  
**Items and Statistics for Scales Developed in This Study: Sales Technology Orientation, Customer Approval of Sales Technology, Internal Sales Technology Support, and Information Effectiveness**

Construct Name Items for Construct	Mean	Standard Deviation	GFI	IFI	CFI	Construct Reliability	Item Reliability
Sales Technology Orientation <sup>1</sup>	4.80	0.99	0.98	1.00	1.00	0.81	
I try to link different sales technologies so that they work together well.							0.64
I have always been fascinated by advances in technology.							0.49
Compared to others in sales, I am technology oriented.							0.48
I extensively use information technologies to perform my job.							0.45
My analytical skills explain most of my success as a salesperson.							0.24
Customer Approval of Sales Technology <sup>1</sup>	5.22	1.00	0.98	1.01	1.00	0.78	
The buyers that I deal with do not expect me to use technology. <sup>2</sup>							0.58
The buyers that I deal with are annoyed by technology. <sup>2</sup>							0.53
The buyers that I deal with use information technology and expect me to.							0.42
The buyers that I deal with are much more interested in personal relationships than data. <sup>2</sup>							0.32
My customers tend to view analysis of scanner data as completely overwhelming. <sup>2</sup>							0.25
Internal Sales Technology Support <sup>1</sup>	4.31	1.13	0.95	0.92	0.91	0.73	
My company adequately equips me with technology tools.							0.53
My company supplies all technologies that I need to perform my job.							0.45
My company adequately trains me on the use of sales technology.							0.43
I need more help with technology than I get. <sup>2</sup>							0.27
Information Effectiveness <sup>3</sup>	5.16	1.12	0.92	0.98	0.98	0.85	
Information from or about performance differences among products.							0.63
Information from or about your firm's marketing effectiveness.							0.51
Information from or about consumer buying habits for the brand or category.							0.50
Information from or about product historical profitability.							0.45
Information from or about your firm's history shipments to the customer.							0.47
Information from or about your customer's distribution costs.							0.41
Information from or about data collected in retail stores.							0.23

*Notes:* <sup>1</sup>The seven-point response cues for each item were strongly disagree (1) to strongly agree (7). <sup>2</sup> Responses to this item were reverse scored. <sup>3</sup> Respondents were directed to "please indicate how effective each of the following types of information are for earning commitment from your buyers," with seven-point response cues from totally ineffective (1) to extremely effective (7).

Hunter, Gary K. and William D. Perreault, Jr. (2006),  
 "Sales Technology Orientation, Information Effectiveness, and Sales Performance,"  
*Journal of Personal Selling and Sales Management*, 26, 2 (Spring), pp. 95-113, lead article.

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