

STAY POSITIVE: AI INTEGRATION IN B2B SALES

Integration Outlooks, Perceptions, and Dimensions in Ohio Construction Equipment Rentals



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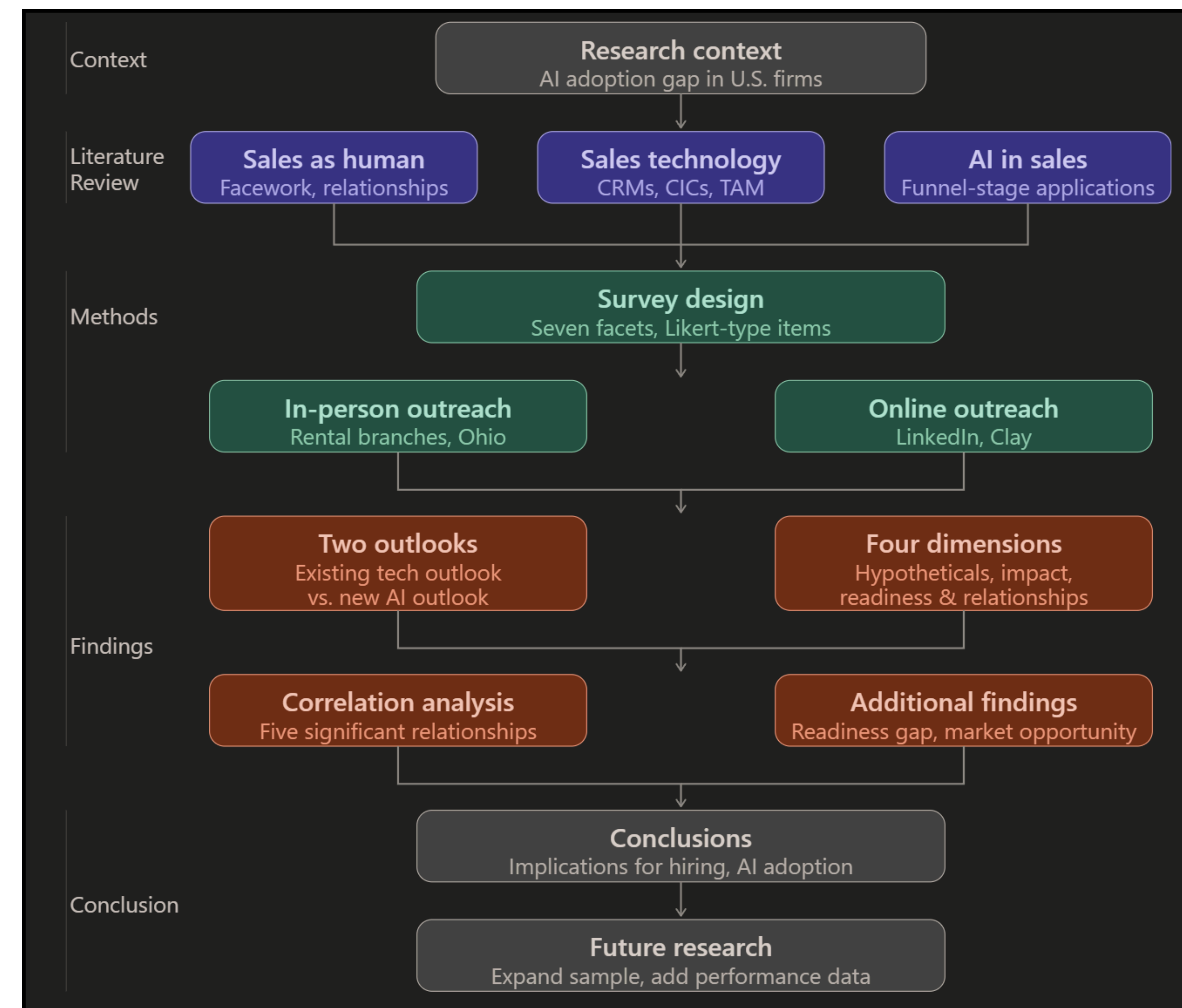
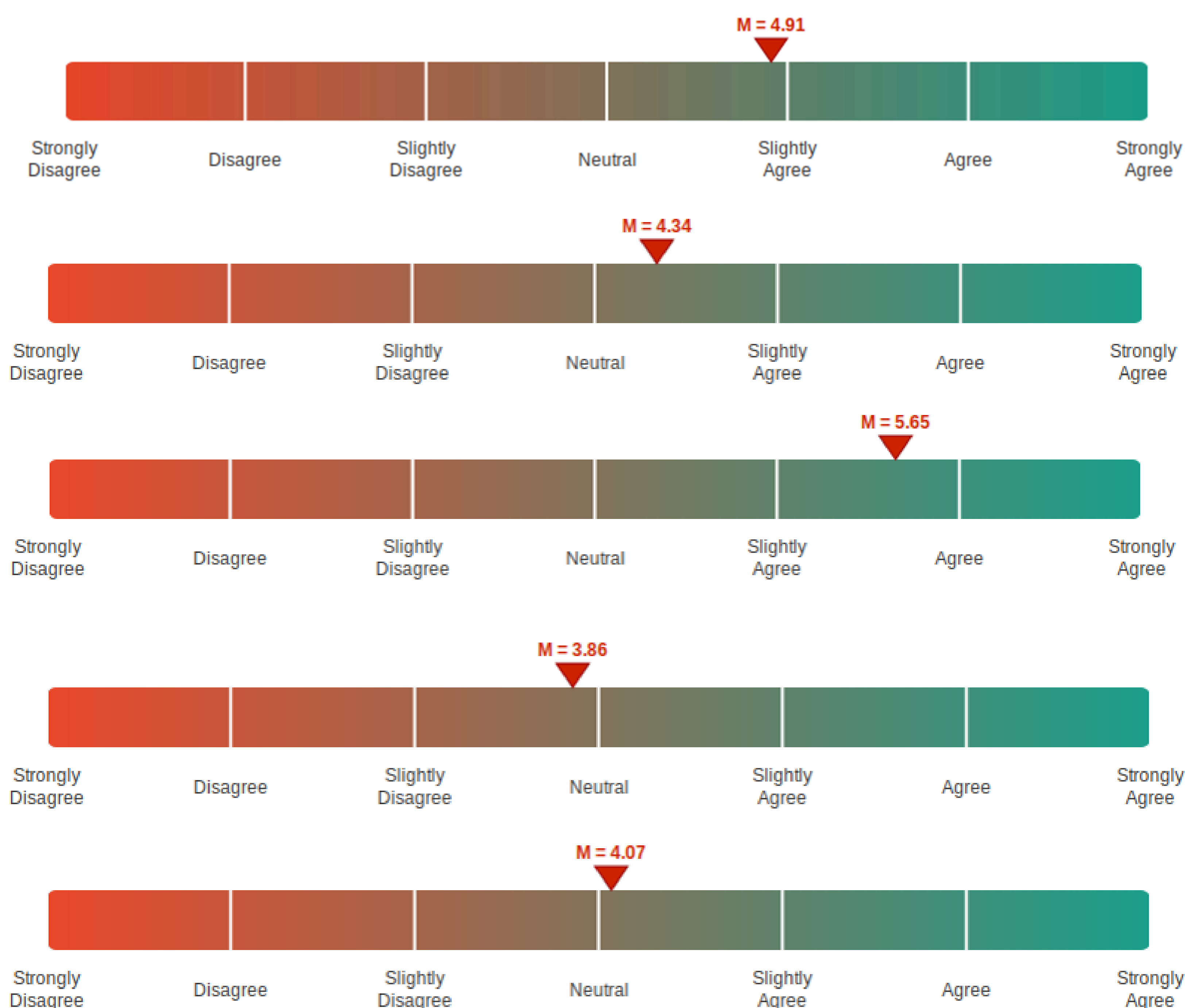
Introduction

Artificial intelligence has proven revolutionary across industries. With a 3.7x ROI per dollar spent on generative AI (Ritu and Schubmehl 2024) yet a 9.7% U.S. adoption rate (Appel et al.), a significant gap exists. This study examines how B2B construction equipment rental salespeople think and feel about integrating artificial intelligence into their workflow.

Objective

This study sought to understand B2B construction equipment rental salespeople across two outlooks (Old CRM and New AI), four dimensions of AI integration (AI Functionality Hypotheticals, AI Tool Impact, and AI Implementation Readiness), and a few basic demographics

Findings



Results

Reliability analysis produced composites for four of five dimensions. AI functionality hypotheticals scored highest (M=5.65), CRM habits (M=4.91), AI perceptions in B2B sales (M=4.34), AI tool workflow impact (M=4.07), and AI implementation readiness lowest (M=3.86). Dimension 3 failed reliability thresholds and was excluded from all further analysis.

Analysis

Five significant positive correlations emerged across the two outlooks and three dimensions. Additional findings include a readiness gap (M=3.86), which signals surveyed companies inadequately prepare salespeople. Also, a market opportunity: AI hypotheticals (M=5.56) vs. AI impact (M=4.07) shows unmet demand. Hiring AI-Ready Salespeople: favor candidates valuing external tools. AI Leveling the Field: years in sales did not affect AI outlook.

Conclusion

This study found salespeople desire AI tools but have not meaningfully adopted them, while companies inadequately prepare them. Technology-receptive salespeople are best positioned for AI integration. Future research should expand sampling, incorporate performance data to deepen understanding of AI adoption across relationship-driven sales industries, and be conducted via interviews to examine face-saving tendencies.



--Old CRM Outlook

--New AI Outlook

--AI Functionality Hypotheticals

--AI Implementation Readiness

--AI Tool Impact

Thank you participating companies!

