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**Individual Spirituality at Work and its Link with  
Relational Selling Characteristics**

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*The competitiveness in business is rising rapidly on a regular basis. In every industry, the number of players is increasing and it has become all more difficult to differentiate one offering from the other. The competitiveness of markets is further increased by the nature of customers - hardheaded, sophisticated and discriminating. As the marketplace is getting more competitive and customers are tending towards rational buying, the emphasis in sales is moving towards relational selling.*

*This study systematically hypothesizes that the nourishment of salespersons' spirituality at work influences relational selling characteristics (customer orientation, adaptive selling and ethical selling). The nourishment of one's spiritual life at work is through the experiences of meaningfulness in work and belongingness to the community, and this phenomenon is referred to as Individual Spirituality at work.*

*A comprehensive framework that connects individual salesperson spirituality at work and relational selling characteristics is developed, and can be tested empirically in future research.*

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