Factors Creating Conflict between Sales and Operational Teams in the Banking Industry

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Abstract

This research report explores main factor that creating conflicts between operations and sales teams in the banking industry. In order to bring customer inside the company and to satisfy the customer more deeply, the conflict that exists between operations and sales teams must be resolved there should be a strong coordination and integration between these two teams in order to successfully attract new customers and retain the existing ones. The aim of this study is to find out the main areas and factors that creating conflicts between these two teams in the banking industry of Pakistan and to determine how this conflict can be reduced and creates the strong coordination between these two functions.

Therefore a questionnaire was prepared and sends to sales and operational staff of different banks. The results showed that the main factors those creating conflicts between these two teams are a) inadequate knowledge about procedure by sales teams b) operations team considers sales staff not adequately trained to independently determine the short comes of system c) sales team promises a turn-key start up but on the other hand operations team doesn’t have enough resources d) sales team offers additional and ancillary services e) operation managers usually do not need to worry is business or sales f) sales teams are not pushing right information to the customers g) lack of senior management support for an integrated approach h) undefined roles and responsibilities of these two teams.

The findings of this research come to conclusion that selling is not about sales people or operations people; it’s all about the customer. Regardless of position or functional title of the staff, every staff should focus on performing for the customer and for the better performance of the company. There should be
strong coordination between every function/team of the organization. This would benefit both sides to be aware of common problems. With the help of strong integration and coordination, organization can keep current customer happy as well as attract new ones.

**Keywords:** Sales Teams, Operations Teams, Conflict, Knowledge level, Training, additional and ancillary services, senior management support.

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**References**


