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**Workplace Spirituality as Precursor to Relationship
Oriented Selling Characteristics**

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Till date, very few studies have looked upon the construct of 'Workplace Spirituality' in selling organization context. This paper integrates workplace spirituality with selling literature. The paper points out that self-interest transcendence is a common aspect in the workplace spirituality concept which emerged a decade ago and in most of the relationship oriented selling characteristics – Customer Orientation, Adaptability, Service Orientation and Ethical Selling behavior. Based on the common aspect of self-interest transcendence, we propose that workplace spirituality is a precursor to relationship oriented selling. Four propositions are generated and the empirical verification can be done in future research.

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