

THE EFFECT OF SALES TRAINING ON THE COMPETENCE OF SALES PERSONNEL AS WELL AS THE GROWTH IN SALES

DR. ANKUR KUMAR RASTOGI

ASSISTANT PROFESSOR – MARKETING,
UNIVERSITY OF PETROLEUM AND ENERGY STUDIES,
ENERGY ACRES,
P.O. - BIDHOLI, VIA - PREM NAGAR,
DEHRADUN, UTTARAKHAND.

ABSTRACT

It is universal that selling is customer oriented. Customer-oriented selling positively influences sales force performance. To have a productive sales force; firms must provide the proper sales training to their sales personnel. The productive sales force leads to the growth of the firms. Sales training looks to reasonable the relationship between sales force performance and market share of the firms. This study examines the importance of sales training for sales force in the context of four major industries as Telecom, service, FMCG and automobile. This study also examines the views of sales personnel of same industries towards the sales training. This paper also explains the perception of sales personnel towards sales training.

KEY WORDS: Growth, knowledge, productive, performance, sales, training.

Reference

1. Honeycutt, Karande, Attia and Maurer, “A utility based framework for evaluating the financial impacts of salesforce training,” *Journal of Personal Selling & Sales Management*, 2001, p. 229-38
2. Elana Harris, “Best at Sales Training”, *Sales & marketing Management*, July 2000, p. 68
3. Erffmeyer, Robert and Dale Johnson, “The future of sales training: making choices among six distance education methods,” *Journal of Business & Industrial Marketing*, 1997, (12) 3/4 , p. 185-195
4. Wilson, Philip H., David Strutton and M. Theodore Farris II, “Investigating the perceptual aspect of sales training,” *Journal of Personal Selling and Sales Management*, 2002, p. 77-86
5. “Training’s Role in the Implementation of Strategic Initiatives in the Sales Organization”, Richardson and Training Industry Inc., Research Report, August 2012
6. “The Relationship between Training and Business Performance”, ESRC Centre for Business Research University of Cambridge, Research Report, July 2003

7. “Training and Organizational Performance”, National Centre for Vocational Education Research, AVETRA Conference, April 2011
8. Barron, J., Berger, M., & Black, D., “How Well Do We Measure Training?”Mimeo, Purdue University, 1994
9. Fraser, S., Storey, D., Frankish, J., & Roberts, R., “The relationship between training and small business performance. *Environment and Planning*”, 20(2), 2002, p. 211–233
10. Herman Aguinis and Kurt Kraiger, “Benefits of Training and Development for Individuals and Teams, Organizations, and Society”, *the Annual Review of Psychology*, 2009. p. 451–74
11. Dwivedi Harsh & Ladiwal Ona, “Training Practices in Indian Organizations: An Overview”, *HRM Review*, Vol. XI, No. 7, 2011, p. 31-36