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
2. Elana Harris, “Best at Sales Training”, Sales & marketing Management, July 2000, p. 68

8. Barron, J., Berger, M., & Black, D., “How Well Do We Measure Training?” Mimeo, Purdue University, 1994

