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TO FIND OUT RESEARCH GAPS FOR SALES REPRESENTATIVES PERFORMANCE APPRAISAL IN COMMERCIAL VEHICLES

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Abstract

In this study researcher desires to find out the research gaps for the sales representative's performance appraisal in respect of commercial vehicle through a referencing all possible research conducted on the sales representative's performance appraisal in respect of commercial vehicle and automobile industry before the year 2014. sales representative's performance appraisal data obtained from the across different research papers, journals, periodicals, articles, thesis, and newspapers were analyzed using correlations and regression analysis and different types of statistical tools and techniques were used to analyzed to show the result of sales representative's performance appraisal in respect of commercial vehicle. Results indicates that the research gaps for the sales representative's performance appraisal in respect of commercial vehicle, recruitment, selection and training system for salesman's, technical and non technical background of sales persons by company.

Keywords- Performance appraisal, commercial vehicle, recruitment, training system

1.0 INTRODUCTION OF THE STUDY

Marketing is the essential and important department in every organization. And selling is the vital activity in the marketing. The system of

marketing education and training will be helpful in policy making. The effectiveness of the sales is depending upon the skill set of the sales

Representative. Performance appraisal is the process of evaluating the performance and qualifications of the employee in terms of the requirements of the job for which he is employed, for the purposes of administration including placements, selection for promotion, providing financial rewards and other actions which require differential treatment among the members of a group as distinguished from actions affecting all members equally. It is the process of creating a work environment or setting in which employee are enabled to perform to the best of their ability (Tapomoy Deb, 2009)⁶. So it is very much essential to appoint the sales representative who is having relevant educational background and proper selling skill set. This can be achieved through proper recruitment method and selection methods of commercial vehicle sector. The sales team claims that marketing sets prices too high and uses too much of the budget, which instead should go toward hiring more salespeople or paying the sales representatives higher commissions. More broadly, sales departments tend to believe that marketers are out of touch with what's really going on with customers. This

lack of alignments ends up soreness corporate performance. This problem is more significantly finding to this study for considering relationship between recruitment and selection methods and performance of sales representatives in respect of commercial vehicle.

.2.0 OBJECTIVES OF STUDY

To find out the research gaps between researches done for sales representative's performance appraisal system to achieve sales target for the long run before the year 2014.

3.0 IMPORTANCE OF THE STUDY

In this study the researcher focuses the pattern of sales representatives to achieve his sales target, the way of salesman's approach, territories decision and ability to serve the customers. Also researcher analyzes recruitment, selection and training system for salesman for commercial vehicle sector to enhance the sales representative's performance appraisal. The scope of the further research is the training system which will make sure that all the basic fundamental training which will covers behavioral and technical aspects is to given to all the marketing salesman those are not from the engineering field to enhance the performance of them i.e. to analyze the need and impact of training in case of commercial vehicle Automobile sector. The next stage of researcher is to measure the performance appraisal of sales targets against the technical and non-technical sales persons. This study finding will help to improve the sales representative performance and helping to recruit the right sales representatives to achieve his sales target for the long run in the future.

4.0 RESEARCH METHODOLOGY

4.1 Secondary Data

The research paper is matured with secondary data. Researcher review the specific literature from EBSCO, Jstore, FED Gate, Knimbus, INFLIBNET, Vidyanidhi, Jgate, google scholar, and DOAJ. Researcher used Published reports of trade magazines, news articles, Statistical abstracts, census reports, Journals, periodicals etc.

5.0 LITERATURE REVIEW

An organization is most likely to achieve its goals, solve the various tasks that occur during its operation, if it hires the right employees for the right positions where companies aim at maximizing profit, where organizations are expected to perform tasks at the highest professional level. For literature review researcher used the funnel method. This method is researcher review the some worldwide and Indian literature related to the performance appraisal of sales representative for commercial vehicle sector. At the end point researcher focus on his specific research study and review the specific literature using above e-resources listed in secondary data for finding the research gaps of the concern research study

Funnel method of structuring literature review

- Indian and world Scenario for Commercial vehicles sales persons performance appraisal
- Precise literature review for Strategies of recruitment and selection right sale persons
- Specific literature of Performance appraisal for sales peoples in Commercial vehicles

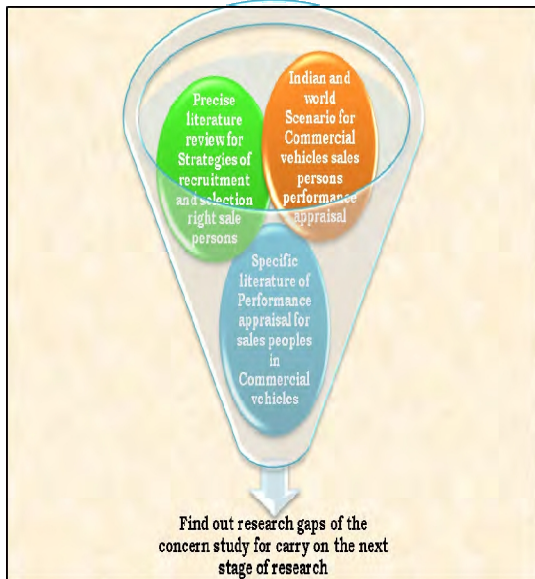


Figure no. 1 Funnel method of structuring literature review

Vesna Damnjanovic, Darko Krulj (2005), Important Factors For Salesperson Evaluation, The 7th Balkan Conference on Operational Research, BACOR 05, Constanta, May 2005, Romania. This paper examines the impact and role of models for evaluation in sales department through various companies. Recent research has suggested that the one of most difficult tasks for the sales managers is evaluating the performance of salespeople under their control. Author describes behavior based and result based models and gives the compilation view. Authors Anderson, Hear and Bush described that the results of salespersons depend on internal factors and external factors. Author suggests a model which enables to explore three types of factors: external, personal (individual) and internal factors. This approach will enable better basis for analysis. This study is based on data collection from salespersons and sales managers in companies from Belgrade in SCG. The findings indicate important factors which have influence of salespersons evaluation. On the basis analysis

Author identified how the policy of sales and organization of sales network were defined. Author observed what the opinions of sales managers and salespersons about that. Author has purpose guidelines for improvement of work in sales department and the possibility for efficient evaluation of salespersons.

Istvan Juhasz (2010), Selection Methods Used in Recruiting Sales Team Members, Periodica Oeconomica, October 2010 (Pp. 110–117). This paper scrutinizes the present-day methods of selecting employees, while paying special attention to the different tests and techniques used for appraising salespeople's personality, future performance, and potential for success or failure. Besides Hungarian sources, the author presents the results of some relevant foreign studies as well. The paper concludes that the best results can be achieved if organizations apply more than one selection technique at the same time, as hiring the right person for the right position will earn them a higher return in the long run.

Olivia Hernández Pozas, Kety Lourdes Jauregui (2012), A snapshot of training practices in Peru, estudios gerenciales, Vol. 28, N0. 124, pp. 67-85. The purpose of this paper is to describe current training practices in Peru and to provide recommendations for improving organizational performance. Organizations need well trained employees in order to maintain a competitive advantage. This paper also aims to set priorities for future research work. Human capital theory and contributions on need assessment, and training planning, implementation and evaluation served as theoretical framework. This is a cross-sectional, exploratory study that used information from

surveys conducted in 24 Peruvian companies.

The findings reveal a strong interest in training, particularly with regard to the improvement of competencies, preference for face-to-face training, and the use of reaction evaluation methods. The recommendations include, among others, improving the provisions for internal support, policies, technology, behavioral evaluation, and resources.

Liyakasa, Kelly (2013), Sales Reps Are Falling Short of Their Goals, CRM Magazine. Apr2013, Vol. 17 Issue 4, p13-13. This article reports on a Sales Compensation Survey conducted by Deloitte Consulting in the U.S. in 2013. Findings reveal that 45% of respondents reported the failure of their sales teams to meet their goals despite changes to compensation plans. Recommendations from executives Samuel Tepper, Jim Dickie, and Chris Cabrera on how to motivate sales representatives to improve their performance are given.

Ellis, Ryann K (2013) Sales Training Needed for New Product Launches, T+D. Aug2013, Vol. 67 Issue 8, p14-14. This article presents information from a worldwide survey which found sales representatives need training for new product launches. Corporate Visions marketing and sales messaging company's poll of business-to-business sales and marketing executives found only 38 percent received formal training for product launches. The article notes 32 percent of the survey's respondents said they received no coaching related to new product messaging. Corporate Visions' chief marketing and strategy officer Tim Riesterer comments on the importance of product launch training.

6.0 FINDINGS OF THE STUDY

To referencing the above precise literature and

the empirical evidences find that research gap of the given study.

1. It is one of the most difficult tasks for the sales managers to evaluate the performance of salespeople under their control also Author suggests a model which enables to explore three types of factors: external, personal (individual) and internal factors. **(Vesna Damnjanovic, Darko Krulj, 2005)¹**.
2. So that it is necessary to that to motivate sales representatives to improve their performance are given **(Liyakasa, Kelly, 2013)³**.
3. There is need to strong interest in training, particularly with regard to the improvement of competencies, preference for face-to-face training, and the use of reaction evaluation methods **(Olivia Hernández Pozas, Kety Lourdes Jauregui, 2012)²**.
4. Sales and marketing executives found only 38 percent received formal training for product launches and 32 percent of the survey's respondents said they received no coaching related to new product messaging. Author suggests that the sales representatives must need training for new product launches **(Ellis, Ryann K, 2013)⁴**.
5. Author implicit that the best results can be achieved if organizations apply more than one selection technique at the same time, as hiring the right person for the right position will earn them a higher return in the long run **(Istvan Juhasz, 2010)⁵**.

7.0 CONCLUSION

In this study researcher find out research gap for the sales representative's performance appraisal that there are many

internal and external factors are affected on sales

people's performance. For getting best performance of sales representatives there is need for motivating and training for those are not from technical background and also adoption of more recruitment and selection techniques to hire right sales people for right position is required for take up appropriate sales persons. So researcher is taking these gaps in mind assuming his hypothesis for complete his further studies.

8.0 REFERENCES

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