

**A STUDY ON ASSESSING THE INFLUENCE OF SALESFORCE
PERFORMANCE ON CUSTOMER SATISFACTION, SPECIAL
REFERENCE TO PEOPLE'S LEASING COMPANY,
BATTICALOA**



M.I.MOHAMED RISWAN



**DEPARTMENT OF MANAGEMENT
FACULTY OF COMMERCE AND MANAGEMENT
EASTERN UNIVERSITY, SRI LANKA**

Abstract

In competitive evolving world, competition from small scale organization to large scale organizations is growing in several angles. Some organizations are frequently surviving in market place overcoming competition, yet, some are in the position of edge of competition, and some already have left from the market place. The reason why an organization competing each other using certain powerful strategies is to remain in the market forever and earn more profits. Survival of organizations in the market is not only merely depending on the strategies they adopt but also critical customer satisfaction is an important. They have to satisfy the customer expectations then only they can survive in market place.

Eventhough several factors influence on customer satisfaction (quality of product/service, physical evidence, salesforce performance and price etc). Out of them, Salesforce performance is critical factor in influencing on customer satisfaction, as salesforce interact with customers face to face during service offerings. Therefore, the purpose of the research is to "assess the salesforce performance on customer satisfaction". Three key elements of salesforce performance were used to assess the influence of sales force performance on customer satisfaction such as, Personal characteristics, Skills, and aptitude.

In order to elaborate this research study, researcher selected sample size of 150 respondents randomly from 800 study populations who are the customers of People's Leasing Company, Batticaloa.

As a finding of this research, among three factors, Aptitude of salesforce highly influence on customer satisfaction, as it has mean value is 3.81. Next to that, Personal characteristics which have 3.56 of mean value highly influence on customer satisfaction and Subsequently, Skill which possessing 3.5 of mean value moderately influence on customer satisfaction.

Key words: Customer satisfaction, Sales force, and Salesforce performance.

TABLE OF CONTENTS

Acknowledgement.....	
Abstract.....	
List of Contents.....	
List of Table.....	
List of Figure.....	
List of Abbreviations.....	

CHAPTER - 01 INTRODUCTION

1.1 Background of Study.....	
1.2 Research Problem.....	
1.3 Research Questions.....	
1.4 Research Objectives.....	
1.5 Scope of research.....	
1.6 Significance of the study.....	
1.7 Assumptions.....	
1.8 Summary.....	

CHAPTER-2 LITERATURE REVIEW

2.1 Introduction.....	
2.2 Over view of customer satisfaction.....	
2.2.1 Definitions for customer satisfaction.....	
2.2.2 Importance of customer satisfaction.....	

TABLE OF CONTENTS

Acknowledgement.....	I
Abstract.....	II
List of Contents.....	III
List of Table.....	VIII
List of Figure.....	IX
List of Abbreviations.....	IX

CHAPTER - 01 INTRODUCTION

1.1 Background of Study.....	01
1.2 Research Problem.....	03
1.3 Research Questions.....	04
1.4 Research Objectives.....	04
1.5 Scope of reseach.....	04
1.6 Significance of the study.....	05
1.7 Assumptions.....	05
1.8 Summary.....	05

CHAPTER- 2 LITERATURE REVIEW

2.1 Introduction.....	06
2.2 Over view of customer satisfaction.....	06
2.2.1 Definitions for customer satisfaction.....	07
2.2.2 Importance of customer satisfaction.....	08

2.2.3 Effect of Customer Satisfaction.....	08
2.2.3.1 Effect of Customer Satisfaction on profitability.....	09
2.2.3.2 Effect of Customer Satisfaction on Customer Loyalty and Retention.....	10
2.3 Nature of service marketing	11
2.3.1 Unique characteristics of service.....	12
2.3.2 Service Quality.....	12
2.4 Overview of Salesforce.....	14
2.4.1 Link between salesforce and customer satisfaction.....	15
2.4.2 Role of salesforce on customer satisfaction.....	16
2.4.3 Salespeople perform as boundary spanning role.....	17
2.4.3.1 Boundary spanners role conflicts.....	18
2.4.4 Model of salesperson performance.....	18
2.4.4.1 Model of the determinants of salesperson performance.....	19
2.4.4.2 Link between salesperformance and customer satisfaction.....	21
2.4.5 Definition of key variables.....	22
2.4.5.1 Personality.....	22
2.4.5.2 Link between personal characteristics and customer satisfaction.....	22
2.4.5.3 Skill Level.....	22
2.4.5.4 Link between skill Level and customer satisfaction.....	22
2.4.5.5 Aptitude.....	23
2.4.5.6 Link between aptitude and customer satisfaction.....	23
2.5 Summary.....	23

CHAPTER - 03 CONCEPTUALIZATION AND OPERATIONALISATION

3.1 Introduction.....	24
3.2 Conceptualization.....	24
3.2.1 Conceptualization Framework.....	24
3.2.2 Definition of key variables.....	26
3.2.2.1 Customer satisfaction.....	26
3.2.2.2 Salesforce performance.....	26
3.2.2.2.1 Personal Characteristics.....	27
3.2.2.2.2 Skill Level.....	29
3.2.2.2.3 Aptitude.....	30
3.3 Operationalization.....	31
3.4 Summary.....	33

CHAPTER - 04 METHODOLOY

4.1 Introduction.....	34
4.2 Study setting and Study design.....	34
4.2.1 Study setting.....	34
4.2.2 Study design and method of survey.....	35
4.3. Study population, sampling, and sampling method.....	35
4.3.1 Study population.....	35
4.3.2 Sample size.....	35
4.4 Sampling frame.....	36
4.5 Methods of data collection.....	37
4.6 Structure of the Questionnaire.....	38
4.7 Data presentation and analysis.....	39

4.7.1 Method of Data presentation.....	38
4.7.2 Method of Data Analysis.....	39
4.8 Method of Data Evaluation.....	39
4.9 Summary.....	40

CHAPTER – 05 DATA PRESENTATION AND ANALYSIS

5.1 Introduction.....	40
5.2 Personal information.....	41
5.2.1 Age.....	41
5.2.2 Occupation.....	42
5.2.3 Income.....	42
5.2.4 Personal address of customer.....	43
5.2.5 Type of vehicle.....	43
5.3 Research information.....	44
5.3.1 Personal characteristics.....	44
5.3.2 Skill level.....	50
5.3.3 Aptitude.....	54
5.4 Dimensions view.....	58
5.5 Variable view.....	59
5.6 Summary.....	59

CHAPTER - 06 DISCUSSION

6.1 Introduction.....	60
6.2 Discussion on Personal information.....	60
6.3 Discussion on Research Information.....	62
6.3.1 Personal characteristics.....	62
6.3.2 Skills.....	66
6.3.3 Aptitude.....	68
6.4 Holistic view.....	70
6.5 Summary.....	71

CHAPTER- 7 CONCLUSION AND RECOMMENDATION

7.1 Introduction.....	72
7.2 Conclusion.....	72
7.3 Recommendation.....	73
7.3.1 Recommendations with regard to skills level of salesforce performance.....	74
7.4 Implications of the Research.....	74
7.5 Limitations.....	75
7.6 Summary.....	75

REFERENCES

APPENDIX - Questionnaire (English).....	I
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