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EFFECTIVENESS OF SALES EMPLOYEE MOTIVATIONAL
STRATEGIES ON EMPLOYEE SALES PERFORMANCE: A
COMPARATIVE STUDY BETWEEN CEYLINCO INSURANCE
AND SRI LANKA INSURANCE IN KURUNEGALA DISTRICT.

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Abstract

Main focus of this study was to find out effectiveness of sales employees motivational strategies on employee sales performance. This study was conducted with comparative manner in Kurunegala District in leading insurance companies. Researcher choosed Sri Lanka Insurance and Ceylinco Insurance for this study. There is considerable increase in their sales employees' turnover last two year period 2013 to 2014 due some weakness in their salesforce motivational strategies. Also profit after taxation decrease in this two companies from 2013 to 2014. According to this research there are four objectives are included. These are to identify the motivational strategies adopted in both companies, to identify the sales force performance adopted in both companies, to identify the relationship between sales force motivational strategies and employee sales performance, to identify the impact of sales force motivational strategies on employee sales performance. All sales employees of Sri Lanka Insurance and Ceylinco Insurance in Kurunegala District were considered as a population of the study and from the population, researcher select 75 of samples from each companies (total sample is 150). This sample selected by using convenience sampling method, and questionnaire has been hand over to all the sales employees in the sample and tried to collect more accurate information that the researcher used, univariate analysis (mean, standard deviation), correlation analysis and regression analysis to achieve the research objectives. Through the finding, researcher identified that level of motivation strategies is in high level and employee sales performance is in high level in both companies. Researcher finally concludes that there is moderate positive relationship and there is impact exist in both companies. Based on these result researcher gives recommendation to Sri Lanka Insurance, have to make more consideration on their motivational strategies that are used for improving employee sales performance, and also have to improve positive attitudes towards job. The times of meeting between managers and sales peoples need to increase in these two companies. Employees' sacrifice their leisure time for the job is higher in Sri Lanka Insurance than Ceylinco Insurance. Hence, researcher recommend Ceylinco Insurance to increase their attitudes job in positive manner.

Keywords: Salesforce Motivational Strategies, Employee Sales Performance, Ceylinco Insurance, Sri Lanka Insurance.

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