

MUGARURAH AMOS .K. (2014-M102-20054)

The Effect of Sales Force Training on Organisational Performance in Private Companies: A Case Study of Steel and Tube Industries Ltd.

The study was conducted in Steel and Tube Industries Limited. The main purpose was to investigate the effect of sales force training on organisational performance in private companies. Specific objectives were; to establish the influence of training needs assessment on organisational performance; to assess the effect of training content on organisational performance and to establish the relationship between training methods and organisational performance. Sales force training was explained from various dimensions including training needs assessment, training content and training methods, whereas organisational performance was determined by sales volume, growth in market share and customer satisfaction.

The researcher employed a case study research design and quantitative research approach was used in the study. The method used for data collection was questionnaires. The sample study involved the sales and marketing department and its line managers, with a population of 90 and a sample size of 83 employees. Data was analysed using the Statistical Package for the Social Sciences (SPSS) version 20 and conclusions were drawn. Based on the data and research findings, there was a substantial positive relationship between training needs assessment, training content and training methods and organisational performance in private companies. The study revealed a relationship between sales force training and organisational performance. The study recommends the following; Steel and Tube Industries Ltd should adopt a broader perspective known as high-leverage training, linked to strategic business goals and objectives, use instructional design to ensure effective sales force training and compare or bench mark the company's training programmes against training programmes in other competing companies. Ensure continuous learning of employees through understanding the entire work system including relationships among jobs, work units and the company, appreciate and embrace team work. The study, therefore, concludes with a call to the stakeholders in Steel and Tube Industries Limited to contain and improve sales force training in form of training needs assessment, training content and training methods since it enhances organisational performance.

Key Words: Sales Force Training, Organisational Performance, Private Companies, Steel & Tube Industries Ltd