

Investigation of the Effect of Role Characteristics and Personal Factors on the Performance of the Sales Force (Case Study: Pasargad Insurance offices in Gilan province)

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Abstract

The purpose of this paper is to investigate the effect of personal factors and role characteristics on the performance of sales personnel. Based on previous studies, customer orientation, degree of adaptability and customer lifetime value orientation are considered in this research as personal factors impacting the performance of salespeople in the insurance industry. The statistical population of this research is made up of the sales personnel of Pasargad Insurance Company's offices in Iran's Gilan province. Convenience sampling was used to select data samples. Considering the limited size of the population and using the Cochran sampling formula, a questionnaire was distributed among 88 individuals. Data analysis was then carried out with the help of the SPSS and SMART PLS softwares. Results show that customer lifetime value orientation, customer orientation, role characteristics and degree of adaptability had the strongest to weakest impact on the performance of the sales force of Pasargad Insurance offices. In addition, it is concluded that gender plays a moderating role in the relationship between customer lifetime value orientation and sales performance and in the relationship between customer orientation and sales performance.

Keywords: Customer lifetime value; Customer orientation; Role characteristics; Degree of adaptability; Sales performance

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