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MARKETING GROUP

**MKG 402**

# **SALES AND DISTRIBUTION MANAGEMENT**



Yashwantrao Chavan  
Maharashtra Open University

MBA SEMESTER-IV



**MBA : SECOND YEAR**

**SEMESTER IV**

**MARKETING GROUP**

## Sales and Distribution Management

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# UNIT 8 : PERFORMANCE

## EVALUATION OF SALES PERSONNEL

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*Performance Evaluation  
of Sales Personnel*

NOTES

### 8.0 Unit Objectives

#### 8.1 Introduction

#### 8.2 Performance evaluation of sales force

8.2.1 Purpose Evaluating the Performance of Sales force

8.2.2 Approaches in Evaluating Performance of a Sales force

8.2.3 Key issues in controlling and evaluating sales performance

8.2.4 Dimensions of Salesperson Performance Evaluation

8.2.5 Performance Evaluation Methods

8.2.6 Possible bias in performance evaluation

8.2.7 Evaluating Team Performance

#### 8.3 Summary

#### 8.4 Key Terms

#### 8.5 Questions and Exercises

#### 8.6 Further reading and References

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## 8.0 Unit Objectives

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After reading this unit you should be able:

- To describe performance evaluation of sales personnel.
- To recognize different ways of controlling and evaluating the performance of sales force.

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## 8.1 Introduction

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Sales training programmes have become a significant part of most of the companies. Their evaluation i.e., measuring programme effectiveness is necessary step, because a sales training programme requires a huge