

The Relationships of Salesmen Behavior and Work Outcome  
to Enhance the Productivity of Service Oriented  
Organizations



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2012

## *Abstract*

The aim of the current research was to examine the relationship of sales men and sales organization outcome performance and sales organization effectiveness relationships. The variables taken in this study were salesmen behavior (independent variable), service sales organization outcome (dependent variable) and capabilities, experience and types of products/services (moderating variables). The instrument developed by Arthur Balduf and Cravens (2001) was used to measure the said effect and relationship. Main study was conducted using 60 conveniently selected sales managers of different service oriented organizations in Rawalpindi and Islamabad. Graphical representation, Regression analysis, correlation analysis and anova were used to examine the effect of moderators, relationship between sales person behavior and sales organization effectiveness. The results of the study indicated positive and significant relationship between sales person behavior performance and organization effectiveness. The moderating variable (Experience) does not affect the sales organization outcome performance and sales organization effectiveness but the capabilities of the sales persons and type of services offered by organization has an affect on the sales of organization and outcome performance of a salesperson

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