

ABSTRACT

Title of the study: The factors affecting professional sales performance effectiveness.

The main objective of the study was to determine the factors affecting professional sales performance effectiveness. To achieve the objective, 400 distributors of the Direct Sales International (Thailand) Co., Ltd. were selected with the multi-stage sampling technique.

Information about the following was collected by face-to-face interview with questionnaire: role clarity, role planning, job satisfaction in nature of sales job, job satisfaction in sales group, job satisfaction in sales leader, job satisfaction in sales organization, job satisfaction in customers & prospects, motivation, and self fulfilling prophecy.

The obtained data were analyzed with the Pearson correlation coefficient (r). The analysis revealed that the 7 following factors were positive related to the professional sales performance effectiveness: role planning, job satisfaction in nature of sales job, job satisfaction in sales group, job satisfaction in sales leader, job satisfaction in sales organization, and motivation.