

## A STUDY ON THE EFFECTS OF SALES TRAINING ON SALES FORCE ACTIVITY IN NAPIER HEALTHCARE COMPANY

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### **ABSTRACT**

*The study on the effect of sales training on sales force activity in Napier Healthcare Company was carried out during the period of January 2018 to March 2018. The main objectives of this study were to analyze the effect of sales training on sales force activity in the chosen company. Descriptive research design with positivism research philosophy was adopted. Inductive approach and survey as the research strategy were used in this study. Its a pilot study work carried out with a sample of 10 employees. Simple random sampling technique was adopted in probabilistic sampling techniques. The study was carried out in the intention to understand the effectiveness of sales training and the sales force activity, training need, different types of the training programme, effect of sales training on employee performance and increasing the training programmes were the variable taken for analysis*

**KEYWORDS:** *Sales, Sales Training, Sales Force Activity & Effective Training Needs*