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Sales Performance: How Leaders and Organizations Affect and Promote a Healthy Sales Culture

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Sales Performance: How Leaders and Organizations Affect and Promote a Healthy Sales Culture

Louis Trevor Lancaster

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- **Introduction**
 - My Professional Journey
 - My Academic Journey
- **Relevance of Study**
 - Why Sales Performance is Important
- **Qualitative Approach**
 - Researched Existing Data vs Conducting Survey
- **Literature**
 - Data Towards Sales and Organizations
 - Some Data about Leadership
 - Little about Operations
 - Most Information Synthesized

Key Concepts

- **Sales:**
 - Self-Efficacy
- **Operations:**
 - Emotional Exhaustion, Service Sabotage
- **Leadership:**
 - Servant Leader, Transactional Leader, Transformational Leader

Analysis

- **Sales –all about the people**
 - Training and Technology
 - Understand the game
- **Operations**
 - Positive culture
 - Minimal involvement
 - These prevent emotional exhaustion
- **Leadership**
 - Servant leadership paired with transactional leadership
- **Operations**
 - Cannot succeed in sales without operations

Recommendations

- Few Studies of Retail
- Few Studies of Operations and Sales Connectivity
- Study of the Negative Impact or Organizational Overinvolvement
- Context on the consumer side

Conclusion