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Abstract
This research aims to investigate the relationship between Investment-Oriented Insurance products training and achievement of the salespeople in P Company's 18 local offices in Tainan by using a well-designed questionnaire. First, mean and standard error will be used to investigate respondents’ satisfaction degrees for the company's Investment-Oriented Insurance products training in KASH. Next, the relationship among demographics, result of the training and salespeople's performance will be discussed by using independent t-test and one-way ANOVA. Finally, the respondents will be divided into high performance group and low performance group by cluster analysis and discrimination analysis followed by using Binary Logistic regression to exam the relationship between the Investment-Oriented insurance products training and respondents'performance. The findings are listed below:
1.Respondents in Tainan local offices recognize that the Investment-Oriented insurance products training does help them improve their KASH abilities.
2.The respondents who are in sales junior management position, with college or university degrees, married, with 3 to 5 years working experienced, work 29~42 hours per week reach better achievements after the education training. The respondents who are branch managers, with postgraduate degrees, with 6 ~ 10 years working experiences, and work 12~28 hours per week achieved less after the training course.
3.Respondents with the following characters have better performance: male, in unit management position, age 40 ~ 44, married, 3~5 years working experience, more than 71 working hours per week, family supported, and visiting more than 20 customers per week. Respondents with the following characters have weaker performance: female, sales specialist, age 21~24, single, less than one year working experience, less 12 working hours per week, visiting less than 5 customers per week.
4.The more respondents recognize routine sales and attendance of the training, the better performance they achieve in monthly FYP. KASH doesn't have fairly big influence on salespeople’s performance in the number of insurance they sell per month, last season quotas, and last year commission. The more respondents recognize working attitude, the better performance they achieve in renewal of insurance contracts from last seasons and in passing professional certificates. The more respondents recognize professional knowledge, working attitude, and working habit, the better performance they can achieve in passing finance or security futures related certificates.

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