

DRIVERS OF SALESPERSON PERFORMANCE IN THE NIGERIAN INFORMATION TECHNOLOGY SECTOR: MODERATING ROLE OF PERFORMANCE INCENTIVES.

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Abstract

Over the years, studies have shown that salespersons performance would be improved if they are reasonably motivated. This has led to the development of various motivations theories such as the achievement motivation theory. In this achievement setting, motivation of salespersons yields tremendous result. Most studies have considered sales performance as the collective effort of salesforce; however, there is a need to consider this from the perspectives of the individuals in order to improve the contribution of the team. This study, therefore, makes a significant attempt to investigate the drivers of individual salesperson's performance in the Nigerian IT sector. The study is built on a moderation model with personal factors as the independent variables. Financial incentives and non-financial incentives are considered as moderators while the dependent variable is salespersons performance. The study adopts the mixed method approach with an explanatory sequential design. Probability sampling technique was used for the quantitative stage of the study. In target respondent selection, the researcher used simple random sampling technique for data collection. The sampling frame for this study is the list of the salespeople by organizations and firms working for the top IT organizations in Nigeria compiled by the researcher from the National Bureau of Statistics annual report (2018) and Central Bank of Nigeria annual report (2018). From our study we found out that learning goal orientation of an individual salesperson has significant positive effect on sales performance. Similarly, the psychological capital of an individual salesperson was found to have positive and significant effect on the sales performance. The only moderating hypothesis supported by our quantitative data analysis was the moderating effect of non-financial incentives on relationship between learning goal orientation and sales performance. Our study shows that non-financial incentives moderate the relationship between learning goal orientation and sales performance, such that the effect of learning goal orientation on sales performance is stronger when non-financial incentives are higher. Drawing from our findings we made recommendations and state implications of our findings for managerial application and academia usage.

Keywords: learning goal orientation, core self-evaluation, psychological capital, financial incentives, non-financial incentives, sales performance, information technology.