

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

**Louis Trevor Lancaster**

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Granite State College

- **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