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An Utility Based Framework for Evaluating the Financial Impact of Sales Force Training **Programs**

Earl D. Honeycutt Jr., Kiran Karande, Ashraf Attia & Steven D. Maurer Pages 229-238 | Published online: 24 Oct 2013

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Abstract

Limited attention has been devoted to the financial evaluation of sales training programs. In response to this shortcoming, this research proposes a sales training evaluation framework that integrates economic utility theory with Kirkpatrick's (1959a, 1959b, 1960a, 1960b) four-level training evaluation model. The proposed utility theory framework is tested using data derived from a sales training program conducted in

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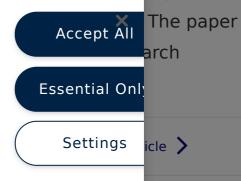
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