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

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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 Egypt. After performing the economic evaluation, sensitivity analysis is employed to demonstrate the financial trends of varying key training program variables. The paper concludes with discussions of theoretical and managerial implications, research limitations, and recommendations for future research.

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