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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 framework's applicability. The paper concludes that the framework is a valuable research tool for sales training evaluation. The paper's limitation is that it is based on a single case study.

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