بخشی از ترجمه مقاله

عنوان فارسی مقاله:
عوامل موفقیت مهم در فرآیند فروش شخصی:
یک تحقیق مهم در بانکداری صنعتی افراد فروشندگی اکوادوری

عنوان انگلیسی مقاله:
Critical success factors in the personal selling process
An empirical investigation of Ecuadorian salespeople
in the banking industry

توجه!
این فایل تنها قسمتی از ترجمه می‌باشد. برای تهیه مقاله ترجمه‌شده کامل
با فرمت ورد (قابل ویرایش) همراه با نسخه انگلیسی مقاله، اینجا کلیک کنید.
Limitations and directions for future research
Several research limitations have to be taken into considerations. First, this study only examined the Ecuadorian banking industry, and although it is reasonable to assume this group is nicely representative of Latin American banking employees, it is possible that our results may not generalize perfectly to other industries or countries in Latin America. Second, no analysis has been conducted as to the techniques that do not differentiate top and bottom sales performers. Third, other variables that may have an impact on sales performance such as personality, motivation of the sales force, and differences among sales territories or units have not been included in this study. Future research may address these limitations by including other industries in the analysis, by comparing our results with results obtained from samples from other countries, and by including other relevant variables in the study.