

Chapter 6

Discussion

ABSTRACT

The concept of sales peak performance (SPP) and the locus of control (LOC) amongst business to business (B2B) sales professionals was the pretext for this research. There were many different concepts and theories considered during the development and conceptualisation of this book. This study acknowledges the use of these theories and concepts in supporting the quest to solve the research problem under investigation. This chapter discusses the major findings in relation to these theories and examines their implications. The discussion is developed in the form of arguments and recommendations. This chapter pulls together the cogent aims and objectives of this research and addresses the primary question surrounding sales peak performance. This research has used both primary and secondary sources during the data collection and analysis process. This chapter will use the results from both the quantitative and qualitative data analyses when formulating this discourse.

6.1 OVERVIEW OF THE CHAPTER

The concept of sales peak performance (SPP) and the locus of control (LOC) amongst business to business (B2B) sales professionals was the pretext for this research . There were many different concepts and theories considered during the development and conceptualisation of this book. This study acknowledges the use of these theories and concepts in supporting the quest to solve the research problem under investigation. This chapter discusses the major findings in relation to these theories and examines their implications.

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6.2 THE KEY FINDINGS OF THE STUDY

The results of this study indicate that SPP is defined as when a salesperson achieves 100% of their sales target on a consistent basis as determined by their organisation. The ability to perform at SPP level is a multidimensional phenomenon, which involves the blending of organisational, personal and symbiotic determinants. The findings also suggest that sales peak performers have a greater degree of internal locus of control (ILOC).

6.3 DISCUSSION OF THE MAIN RESEARCH QUESTIONS

This section restates the research questions derived from the initial theories and investigated during the study. The four research questions being discussed in the next four sections are denoted below.

1. What are the determinants that contribute to the sales peak performance (SPP) amongst business to business (B2B) sales professionals? (section 6.4)
2. Where does the locus of control (LOC) reside in relation to SPP? Does the ability to perform at SPP level depend upon the internal locus of control (ILOC)? Or upon the external locus of control (ELOC)? (section 6.5)
3. What is the framework for the sales peak performance (SPP) model? (section 6.6)
4. What is sales peak performance (SPP) (section 6.7)

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