



Adaptive Selling Behavior and Salesperson Performance in the Ugandan Insurance Industry: An Empirical Study

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Abstract

Despite extensive research on salesperson performance, insurance salespersons continue to report low performance, which has attracted the attention of scholars, practitioners, and policymakers. This research presents empirical data that promises to resolve the conundrum surrounding the debate on whether salespeople who exhibit adaptive selling behavior can perform better. The study investigated the association between salesperson adaptive selling behavior and salesperson performance among salespeople in the insurance industry in Uganda, using adaptive selling behavior and expectancy theories as theoretical foundations. It employs a positivistic paradigm and an explanatory design. Primary data were obtained via a questionnaire, from a sample of 328 licensed insurance salespersons using a proportionate stratified simple random technique. The study reveals a positive and statistically substantial link between salesperson adaptive selling behavior and salesperson performance and concludes that the improved performance of salespeople is influenced by possession of adaptive selling behavior. It suggests extensive interviews and evaluations conducted by insurance companies in order to identify and select sales representatives who possess the ability to discern and comprehend customer requirements, adapt their communication techniques, and tailor sales strategies in accordance with the unique preferences and circumstances of each customer and. Forthcoming studies ought test proposed model in a different country with a mixed-methods approach with a longitudinal design to verify the results.

Keywords: Salesperson performance, Salesperson adaptive selling behaviors, Ugandan insurance companies

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