

TITLE

**SALES FORCE MOTIVATIONAL PRATICSIN THE CARMELITE PAINT
INDUSTRIES LIMITED: AN APPRAISAL**

BY

**OHWEVWO ENOHOR EDISEYE
PG/ M.Sc/02/36448**

**A PROJECT REPORT SUBMITTED IN PARTIAL FULFILMENT OF THE
AWARD OF POSTGRADUATE M.SC IN PUBLIC RELATIONS IN THE
DEPARTMENT OF MARKETING, FACULTY OF BUSINESS
ADMINISTRATION, UNIVERSITY OF NIGERIA, ENUGU CAMPUS**

SUPERVISOR: PROF. D.A. NNOLIM

MARCH, 2012

ABSTRACT

The primary objective of this study is to examine the role of sales force motivational practices as an appraisal for Carmelite paints limited. Public and private corporations have been plagued by inefficiency due to inadequate sales force motivational practice. The main purpose of all marketing endeavour, which is to increase profitable sales, cannot achieve this without employee motivation and this demonstrates clearly that a variety of factors (rewards, supervision, goals, and so forth) shape and guide how well people work. This study is therefore directed towards the evaluation of sales force motivational practices and their effects on the staff of Carmelite Paint Limited and two questions are paramount in the study. Which factors have the most influence on motivation of sales people? What are the implications for management action as decision-making? To answer the question the study data collected from three principal sources – questionnaires, library researchers, open-ended interviews, and field notes with sales representatives.