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How does marketing investment affect financial value of a company: focusing company's attitude toward sales training?

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Competition, globalization, and short term of CEO's tenure changed the perspective on marketing expenses. Expenditure on marketing activities such as sales training or advertising is expected to produce tangible outcomes. Marketing is not viewed as a cost, but rather as an investment in which sales training dollars should generate sales and profits. This research investigates the relationships between the company's attitude toward sales training and the financial value of a company. Literature review on marketing return on investment and sales training is introduced. Also regression analysis on the data collected from 158 sales managers will be followed.