YANGON UNIVERSITY OF ECONOMICS

DEPARTMENT OF COMMERCE

MASTER OF INSURANCE PROGRAMME

THE EFFECT OF INSURANCE TRAINING PRACTICES ON

SALESPERSON PERFORMANCE A

T ‘A’ LIFE INSURANCE CO., LTD

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ABSTRACT

In the life insurance industry, the effect of insurance sales training practices on salesperson performance at ‘A’ Life Insurance Co., Ltd. While sales training is recognized as an important factor in enhancing performance, limited research has explored its specific impact within insurance sector in Myanmar. This study investigates the effect of insurance training practices on salesperson performance at ‘A’ Life Insurance Myanmar, with a particular focus on the factors influencing training efficiency. 108 insurance salesperson user employees at the main office in Yangon were selected through simple random sampling and administered a structured survey questionnaire as part of a quantitative research approach. The salesperson's perceptions of the efficacy of the training were evaluated using a structured questionnaire that utilized a five-point Likert scale. In order to investigate the relationship between salesperson performance and training requirements analysis, training design, training delivery, and training evaluation, multiple regression analysis was implemented. The results suggest that the performance of salespeople is substantially influenced by all four training components. ‘A’ Life Insurance Co., Ltd. should optimize training delivery by incorporating a blend of in-person and digital methods, ensure a thorough assessment of training requirements, and strengthen training evaluation with a continuous feedback system to enhance the effectiveness of sales training. Future research should investigate the long-term effects of training evaluation, enhance methods for identifying skill deficits, and evaluate the efficacy of hybrid training models across various sales channels. These insights are instrumental in the enhancement of sales training strategies and the enhancement of performance in the insurance industry, which is undergoing a progressive evolution in Myanmar.