

Sale Territory Supervisory Support and Sales Force Performance. A Case Study of National Water and Sewerage corporation, Gulu City.

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Background: Inadequate supervision is one of the major problems facing the sales force performance in NWSC-Gulu City. Poor response time to customer issues, poor quality work, and failure to meet deadlines are all attributed to inadequate supervision. Inadequate supervision results in sub-standard work practices such as non-adherence to specifications. Issues with poor quality can be linked to inadequate supervision. (Supervision Skills Gaps within the UK Construction Industry, 2018) The objective of the study was to find out the effect of sales territory supervision on sales force performance in National Water and Sewerage Corporation in Gulu City. Organizational Support Theory, Goal-setting theory and Supervisory Support formed theoretical frameworks.

Methods: A descriptive research design was adopted in this study. The target population was 100 employees. Stratified random sampling was implemented to produce a sample for the study. To ascertain its level of reliability, the research instrument was pilot tested before the actual data collection. Respondents were requested to correct the contents of the questionnaire and experts were consulted to enhance the instrument's validity. Questionnaires were issued to respondents and recollected thereafter for analysis. Sorting was conducted on the collected data. Descriptive statistics, Multicollinearity test, regression model, correlation between independent and dependent variables were employed to analyse quantitative data.

Findings: The study established that mentorship and employee feedback had a positive significant effect on sales force performance, it therefore recommended that the management of National Water and Sewerage Corporation should continue to care about the development of employees by offering mentorship and further study programs, medical insurance, affordable loan schemes. In addition to that, the management of NWSC should offer appropriate feedback to staff, then sales force performance would continue to improve.

Keywords: Sale Territory, Supervisory Support, and Sales Force Performance.