

Abstract

This study, "AQ Training Program Testing and Sales Performance Comparison Before-After Training Program : Case Study of an Electric Equipment Company.", the objectives of this study were to test the AQ Training Program based on Stoltz (1997) and Teerasak (2546) and to compare the AQ of salesman and number of sales before and after training program.

The sample comprised 26 employees from Fujitel Limited Partnership who work as Products consultant in the department store and other retail stores. Instrument used in the research consisted of AQ questionnaire with .9283 reliability coefficient and AQ training program based on Stoltz (1997) and Teerasak (2546). The statistics used in this study were frequency, percent, mean and standard deviation. Moreover, t-test dependent was used in the hypothesis testing. The results were found as follow :

1. Salesman who have been trained will have the higher AQ as a whole and every dimension – Control, Origin and Ownership, Reach and Endurance – after the training with the significance of .05.

2. The comparison of sales result of salesman before and after training session was not increasing with the significance of 0.5.

The results indicated that the training program will increase the AQ like the idea of Stoltz (1997) who stated that the AQ can be learned, but the training will not result in the increment of sales.