

The Effect of Selling Strategies on Sales Performance and Market Performance of Insurance Companies in Guilan Province

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The insurance industry, with its extensive human resources and a wide network of branches, agencies and other insurance pillars, can play a significant role in economic development of the country. This industry is one of the sub-sectors of the financial market that has wide-ranging side effects in other markets and must guarantee the health and survival of economic movements. In this regard, the main objective of the research is to investigate the effect of sales strategies on sales performance and market performance of insurance companies in Guilan province. The research method is a correlation and statistical population of the survey of all public and private insurance in Guilan province. There are 32 private and public insurance companies in Gilan province. Considering that the statistical society in this research is very limited, the sampling method in this research is census type and the sample number includes 32 companies. After collecting data by standard questionnaires, structural equation modeling techniques with partial least squares approach were used to evaluate the relationships between variables. In general, all data analysis was performed using SPSS and PLS software. The result of research hypotheses suggests a moderate sales model in the relationship between customer-orientation and sales performance. The positive impact of sales models, customer prioritization, market segmentation, customer orientation, and value created for customers were confirmed by the company's sales performance. The positive impact of customer prioritization and customer orientation on value-based sales was also confirmed for customers of insurance companies. In addition, the positive impact of market segmentation on the market performance of insurance companies in the province of Guilan was also confirmed.

Keywords : Key words: sales performance, market performance, sales strategies, value-based sales, customer orientaion

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