

UNIVERSITI TEKNOLOGI MARA

**RESELLERS' EVALUATION OF TM
CONSUMER RESELLERS
TRAINING IN MEETING SALES
COMPETENCY COMPLIANCE
REQUIREMENTS AT TELEKOM
MALAYSIA BERHAD, SARAWAK**

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Dissertation submitted in partial fulfillment
of the requirements for the degree of

Master in Business Administration


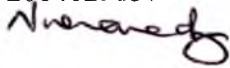
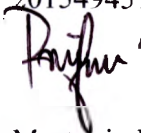
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July 2017

AUTHOR'S DECLARATION

I declare that the work in this dissertation was carried out in accordance with the regulations of Universiti Teknologi MARA. It is original and is the results of my own work, unless otherwise indicated or acknowledged as referenced work. This dissertation has not been submitted to any other academic institution or non-academic institution for any degree or qualification.

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Date	:	8 July 2017

ABSTRACT

The purpose of this study is to evaluate the TM Consumer Resellers Training by Telekom Malaysia Berhad in Sarawak in the context of sales competency compliance requirements. This study aims to evaluate the training at reaction, learning, behaviour and result level as per Kirkpatrick Model for training evaluation. Utilizing the survey approach, the study consisted of 32 Resellers and 13 Reseller Principals as respondents which is the whole population of Resellers and Reseller Principals in Sarawak. The results of the study indicated that the Resellers were highly satisfied with the training programme. They have gained more knowledge on sales competency compliance, reported better sales competency compliance behaviours and work results after attending the training programme. Therefore, recommendations include to continue the TM Consumer Resellers Training programme in Sarawak as well as ensuring that the learning environment and working environment are conducive towards the Resellers for them to show more improvements in meeting sales competency compliance requirements from TM. Training evaluation also has to be planned and implemented completely following the implementation of such training programme. Sales competency compliance is important for TM for the purpose of maintaining a good reputation and service quality as Resellers represent their company and product when performing sales for TM.

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CHAPTER ONE

INTRODUCTION

1.1 INTRODUCTION

This chapter introduces the subject matter and the issues investigated in this business research. This chapter briefly explains the need for sales training in organisations particularly for Reseller's training and elaborates further through the case of Telekom Malaysia Berhad and their Reseller programme. Then, the issue of training evaluation that arose from the matter is discussed which formed the basis for the problem statement for the research, the research objectives and research questions. The scope of the study is highlighted, proceeded with explanation on the research limitations and significance. Lastly, definitions of key terms for this research are introduced to clarify the meaning of the used terms within the context of the issues discussed.

1.2 BACKGROUND OF THE STUDY

With increased needs and requirements for completing sales in the current business environment, companies often times initiate sales training to provide the required knowledge and skills transfer to sales personnel. This is to ensure that these sales personnel will be able to sell their products better and according to the requirements of the company. Sales training are also extended to partners or resellers so that they also gain the necessary sales competencies. Sales personnel have to sell more varieties of products which are rapidly introduced with shorter life cycles and less competitive differentiations (Rackham & DeVincentis, 1999). Advancement in technology also creates additional burdens on sales personnel by increasing the demand on sales people to provide information and services to customers in real time (Jones, Brown, Zoltners & Weitz, 2005). The sales training environment for Telekom Malaysia Berhad (TM) consumer resellers is not exempted from these predicaments.

TM is the pioneer and market leading Telecommunication Company in Malaysia with history dating back to 1946 when it was a government department prior to corporatisation in 1987 to become Malaysia's first privatised government entity