

**UNIVERSITI TEKNOLOGI MARA**

**FACTORS THAT DRIVE PERSONAL  
FINANCIAL ADVISOR PERFORMANCE OF  
MAYBANK REGION  
PENANG/KEDAH/PERLIS**

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## **Abstract**

This research paper examine the factors that could drive the performance of Personal Financial Advisor of Region Penang, Kedah and Perlis. This research paper apply qualitative and quantitative method in determining the factors. The researchers adopt SWOT Analysis to identify the strength, weakness, opportunities and threats of the Personal Financial Advisor itself. The researchers also used Performance Analysis models to determine the variables in this study and give weightage for each of the variables. The outcome indicate that four elements contribute to the factors which could drive the performance of Personal Financial Advisor which are customer relationship, rewards, coaching as well as mentoring. Moreover, based on critical review of published literature, it is clear that customer relationship is one of the elements which contribute to the sales performance. On top of that, rewards also plays an important role in motivating the Personal Financial Advisor to achieve the given target. A part from that, coaching and mentoring are also factors that contribute to someone result because by way of those two method, it is actually a good guidance for the personal financial advisor in performing their duty. Hence , recommended strategies consist of Maccoby 4R's Theory of Motivation for the Personal Financial Advisor to improve their performance and some advice from the survey conducted. In a nutshell, the researcher believe that Personal Financial Advisor plays an important role for the branch and therefore it is crucial to help them in achieving their performance in order to survive in this industry.

## **SECTION 1**

### **INTRODUCTION**

#### **1.0 INTRODUCTION**

Sales play important roles in every business regardless for small, medium or large organization in order to maintain their success. In some way, sales require involvement from all employees in the organization regardless from bottom to top or from sales to non-sales position (Jessica Brigham, 2016). Successful sales will bring in income to the organization to cover employee remuneration package, for marketing and promotion expenses, to shelter operation cost, to buy new inventories, to make an investment and so on (Jan Van Bosch, 2016). Sales in banking lines are dissimilar with other industries whereby bank sells intangible products such as financing, credit cards, insurance and so on to their customers (Denny. R, 2006).

#### **1.1 RESEARCH BACKGROUND**

Traditional bank focusing more on product approached and banking transaction will be done over the counters. However in this modern world, banking industries seems intensely competitive and bank need to ensure that they are able to cope with this rapid change in technology. In modern banking system, online banking seems very popular amongst customer as customer is no longer required to