



ABSTRACT

BALANO, M. C., Behavior-Based Management and Geographical Territory design: Evidence from an International Courier Provider. Master of Business Administration, De La Salle University-Dasmariñas, Cavite, March 2008.

The purpose of this study was to determine the relationship of behavior-based management and geographical territory design to salespeople's performance of an international courier provider. This study is a modification of numerous researches about sales management control strategies and sales territory design. However, this study focused only on behavior-based management instead of giving emphasis on two types of sales management control (behavior-based and outcome-based control strategies) as well as on geographical territory design rather than focusing on the whole concept of sales territory design.

Fifty five salespeople (45 rank and file salespeople and 10 managerial sales employees) were asked to identify their territory sales coverage and to rate their extent of behavior-based management practice. The study was complemented by unstructured questionnaire during focus group discussion in order to provide additional explanation of the findings.

The result showed that managerial employees monitor, direct, evaluate and reward salespeople "very satisfactory". There was a significant difference on the extent of behavior-based management between managers and supervisor/area heads. The finding showed that managers tend to be stricter in managing salespeople compare with supervisor/area heads.



The geographical territory design was classified according to the number of accounts in terms of trading base and Philippine Standard Industry Code (PSIC). The finding showed that territories with sizeable number of existing accounts and classified under service sector and Finance, Insurance and Real Estate sector have significant contribution to the firm's revenue.

Based on the analysis, minimal evidence was found to refute the hypotheses of insignificant between behavior-based management and geographical territory design to salespersons' performance. On the account of the foregoing, there was an evidence to accept the null hypotheses (H_0) that there was no significant relationship between the behavior-based management and geographical territory design to salespersons' performance.

