

W 公司员工绩效考评研究—以销售人员为例

摘要: 在我国加入 WTO 以后, 并且随着全球经济形势逐渐改变, 知识经济时代慢慢变成市场经济体制发展方向。国际经济合作中间日渐猛烈的市场竞争是我国间整体实力的市场竞争, 但归根结底我国间的市场竞争最后在于优秀人才的竞争。因为绩效考评与职工的薪资拥有紧密的关联, 由此对绩效考评的学术探究应时而生, 该行业科学研究涉及到各个领域。高度重视绩效考评, 不但是公司实现可持续发展的一种合理方式, 还有利于使公司实现其扩大再生产的发展战略。本文以 W 公司为例, 通过对绩效考核相关理论与方法进行探究, 分析其公司当前绩效考评现状, 并对其绩效考评体系优化层门给予相关合理建议。

关键词: 绩效考评; 销售人员; 关键绩效指标法

Research on the performance evaluation of W company's employees

Dong Zhiqi

School of Economics and Management business Administration (Human
Resource Management) Major 2017 instructor: Li Jingrong

ABSTRACT: After China's accession to the WTO, and with the gradual change of the global economic situation, the era of knowledge economy slowly into the market economy system development direction. The increasingly fierce market competition among international economic cooperation is the market competition of overall strength between Our countries, but in the final analysis, the market competition between our countries lies in the competition of excellent talents. Because of the close correlation between performance appraisal and employees' salary, the academic research of performance appraisal should be born, and the scientific research of this industry involves various fields. Attaching great importance to performance appraisal is not only a reasonable way for the company to achieve sustainable development, but also conducive to the company's development strategy of expanding reproduction. Taking W Company as an example, this paper analyzes the current status of performance appraisal of the company through the exploration of relevant theories and methods of performance appraisal, and gives relevant reasonable Suggestions for the optimization of its performance appraisal system.

Key words: Performance appraisal; Sales staff; The key performance Indicator method

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