

M 网贷公司销售人员的流失问题研究

摘 要

本文以互联网金融行业的 M 网贷公司为研究对象，采用了文献分析法及实证分析法，研究该行业销售人员的流失问题。通过文献分析法可知，国内外学者关于人员流失因素的理论，基本上是围绕着环境层面、组织层面和个人层面等三个方面来探讨，每一个层面下又包含了不同的影响因素。该理论文献的分析为本文的研究提供了极大的帮助，本文以此为基础对 M 网贷公司销售人员流失的历史现状、产生的相关影响等进行了较为详尽的阐述，并针对该现状和影响，结合上述理论，运用了定性与定量结合的方法重点分析了 M 网贷公司销售人员流失的有关成因，从外部环境层面、内部组织层面以及员工自身层面对其流失影响进行了分析，进而找到了影响销售人员流失的关键性因素并提出相应的应对措施。

通过上述总结分析，本文认为降低销售人员的流失和稳定销售团队应当从以下几方面着手：第一，从公司的实际情况出发，全面建设具有特色的企业文化；第二，制定公平合理的绩效考核制度，对销售人员进行单独考核，并对销售人员的薪酬结构和薪酬给付进行弹性构思；第三，完善晋升制度，建立“双轨道”晋升制度，满足销售人员的职业晋升要求。

关键词：互联网金融行业；销售人员的流失；企业文化；绩效考核；晋升制度

ABSTRACT

In this paper, the Internet Financial Industry M Network Loan Company as the research object, using the Literature Analysis and empirical analysis to study the loss of sales staff in this industry. According to the method of literature analysis, the theories of domestic and foreign scholars on the factors of personnel turnover are basically discussed from three aspects: The environmental level, the organizational level and the individual level, there are different factors at each level. The analysis of the theoretical literature provides a great help for the research of this paper. On the basis of this, this paper expounds in detail the historical status quo of the loss of sales staff of M net loan company, the related effects, etc. , and in view of this present situation and the influence, combined with the above-mentioned theory, has used the qualitative and the quantitative method to analyze the M net loan company sales personnel drain related causes, this paper analyzes the influence of the turnover from the aspects of the external environment, the internal organization and the employees themselves, and then finds out the key factors that affect the turnover of the sales staff and puts forward the corresponding countermeasures. Through the above analysis, this article thinks that reducing the loss of sales staff and stabilizing the sales team should proceed from the following aspects: First, proceed from the actual situation of the company, comprehensively build the enterprise culture with characteristics; To formulate a fair and reasonable performance appraisal system, to conduct independent appraisal of sales personnel, and to give flexible ideas on the salary structure and salary payment of sales personnel; third, to improve the promotion system, to establish a “dual track” promotion system, to meet the sales staff career promotion requirements.

Key words : Internet finance ; Loss of Sales Staff ; Corporate Culture; Performance Review; Promotion System

目 录

摘 要	I
ABSTRACT	II
第 1 章 绪论.....	1
1.1 研究背景与研究问题.....	1
1.2 研究思路方法与研究意义.....	2
1.2.1 研究的思路与方法.....	2
1.2.2 研究的重要意义.....	2
第 2 章 员工流失的概念及相关理论模型	3
2.1 员工流失的概念.....	3
2.1.1 流失的含义.....	3
2.1.2 流动和流失的区别与联系.....	3
2.1.3 流失的分类及流失原因.....	4
2.2 国内外流失理论及模型.....	5
2.2.1 国外的流失理论及模型.....	5
2.2.2 国内的流失理论及模型.....	8
2.2.3 国内外员工流失理论及模型研究评述.....	9
第 3 章 M 网贷公司销售人员流失的历史及产生的影响.....	11
3.1 M 网贷公司销售人员流失的历史及现状.....	11
3.2 销售人员流失对 M 网贷公司经营产生的不利影响.....	14
3.2.1 显性影响.....	14
3.2.2 隐性影响.....	15
3.2.3 其他影响.....	15
第 4 章 M 网贷公司销售人员流失的原因分析.....	16
4.1 M 网贷公司销售人员流失的定性分析.....	16
4.1.1 外部环境 with 人员流失的影响分析.....	16
4.1.2 内部组织制度 with 人员流失的影响分析.....	16
4.1.3 人员自身原因 with 人员流失的影响分析.....	19

以上内容仅为本文档的试下载部分，为可阅读页数的一半内容。如
要下载或阅读全文，请访问：

<https://d.book118.com/518132050013006076>