
阳光保险公司营销人员培训体系的研究

摘 要

随着经济全球化深入发展，城市化水平的提高，人们对教育和培训的需求也越来越高。生活质量的优化使人们不断增强保险意识和对安全保障的需求，我国的保险业迎来了新的发展机遇。对于保险行业来说，吸引和留住人才、激励人才、培养优秀人才，是在激烈竞争中脱颖而出的不二法门。因此，保险公司要想在市场上更好地占据一席之地，就必须着力培养一支高素质的保险营销队伍，加大人才的培训力度，增强其业务能力，促进企业效益增长，从而实现自身的可持续发展。

针对阳光保险沧州分公司，采用文献研究法、访谈法、案例分析法和归纳演绎法，对南皮支公司营销员工发放调查问卷收集数据，利用 spss 软件进行数据处理，探究阳光保险公司营销人员的培训体系。研究得出：阳光保险公司存在培训需求分析不足，学习氛围不浓厚，培训内容和方式单一，师资力量薄弱，培训效果评估未落实到位等问题，对此，提出了一套培训体系优化方案：一是开展好培训需求分析，二是营造浓厚的学习氛围，三是丰富培训内容和形式，四是强化讲师队伍建设，五是培训效果评估落实到位，从而提高公司营销人员的整体素质，公司的综合实力，并期望在同行业营销人员培训体系设计上提供宝贵的经验。

关键词： 保险公司；营销类员工；培训体系优化

ABSTRACT

With the deepening development of economic globalization and the improvement of urbanization level, people's demand for education and training is also increasing. The optimization of the quality of life makes people constantly enhance the awareness of insurance and the need for safety and security, and the insurance industry in our country ushered in a new development opportunity. For the insurance industry, attracting and retaining talents, encouraging talents and cultivating outstanding talents are the only way to stand out in the fierce competition. Therefore, if insurance companies want to occupy a better place in the market, they must focus on cultivating a high-quality insurance marketing team, increase the training of talents, enhance their business ability, and promote the growth of enterprise benefits, from and achieve their own sustainable development.

According to Cangzhou Branch of Sunshine Insurance Company, using literature research method, interview method, case analysis method and inductive deduction method, the marketing staff of Nanpi Branch Company are issued questionnaires to collect data, and the spss software is used to process the data to explore the training system of marketing personnel of Sunshine Insurance Company. The study shows that the Sunshine Insurance Company has some problems, such as insufficient analysis of training needs, weak learning atmosphere, single training contents and methods, weak teachers and insufficient evaluation of training effect. Content and form, four is to strengthen the construction of lecturers, five is the implementation of training effect evaluation in place, so as to improve the overall quality of the company's marketing personnel, the company's comprehensive strength, and expect to provide valuable experience in the design of the training system for marketing personnel in the same industry.

Key words: insurance company; marketing staff; training system optimization

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