

太平保险公司销售人员绩效考核制度的优化研究

摘 要

在现代企业的发展过程中，越来越多的企业决策者认识到，绩效考核是应用到现代先进的企业管理工具。绩效考核可以充分发挥保险业中销售人员的才能，能使销售人员提升个人业绩及团队业绩，从而更好地实现企业的目标。绩效考核制度设计是否科学合理，绩效考核各环节的措施和做法是否有效，关系到人力资源管理水平的提高，关系到个人、团队和公司绩效的提高。

通过系统、全面地阐述绩效考核的相关理论知识，选择“太平保险公司销售人员绩效考核制度的优化”这一课题，主要研究太平保险公司的销售人员。通过文献研究法和问卷调查法，掌握了太平保险公司当前针对销售人员的绩效考核的现状，并分析了现有考核体制的不合理之处，找出了太平保险公司绩效考核制度现阶段存在的考核制度不合理、考核指标运用不到位、考核结果存在局限性等问题，从而使太平保险公司中销售人员的绩效考核制度更加合理，促使太平保险公司在保险业销售人员绩效考核方面能有一定的突破和创新的目标。

关键词：绩效考核；销售人员；考核制度优化

Abstract

In the development of modern enterprises, more and more enterprise decision makers realize that performance appraisal is applied to modern advanced enterprise management tools. Performance appraisal can give full play to the talents of the sales staff in the insurance industry, and enable the sales staff to enhance individual performance and team performance, thereby better achieving the enterprise's goals. Whether the design of the performance appraisal system is scientific and reasonable, and whether the measures and practices of each link of the performance appraisal are effective are related to the improvement of the level of human resource management and the improvement of the performance of individuals, teams and companies.

By systematically and comprehensively explaining the relevant theoretical knowledge of performance appraisal, the topic of "Optimization of the Performance Appraisal System of Sales Staff of Taiping Insurance Company" is selected, and the sales staff of Taiping Insurance Company is mainly studied. Through the interview method and questionnaire survey method, grasp the current status of Taiping Insurance Company's performance evaluation of sales personnel, and analyze the irrationality of the existing system, and find out the existing evaluation system of Taiping Insurance Company's performance evaluation system at the current stage Unreasonable, inadequate use of assessment indicators, and limitations of assessment results, which makes the performance evaluation system of sales personnel in Taiping Insurance Company more reasonable, prompting Taiping Insurance Company to make certain breakthroughs and innovations in the field performance assessment of the insurance industry The goal.

Key words: performance appraisal; Optimization of assessment system; Salesman

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