

佛山房地产销售人员流失的现状、原因以及对策——以 X 公司

为例

摘 要

近年来，房地产行业发展飞快，在很大程度上带动着我国的经济发展，在国民经济中占据着重要的地位。但是，在国家宏观调控政策的影响下,房地产行业内部也进行了一系列的调整，使其面临着巨大的挑战。房地产销售人员是企业的重要组成部分，没有他们，企业就无法获利。所以销售人员的大量流失，给企业带来的损失是非常巨大的，找出销售人员大量流失问题根源所在，并针对流失原因制定出解决问题的策略已刻不容缓。

本文以 X 房地产公司为例，通过查阅大量文献整理出研究的理论依据，以网上查阅的资料以及 X 房地产公司提供的公司相关资料整理出 X 公司的基本概况。通过发放问卷以及访谈获得离职销售人员的离职原因以及在职销售人员的满意度情况。深入调查得出导致 X 房地产销售人员流失的原因主要是薪酬福利制度、绩效管理、培训制度、晋升制度、员工关系、企业文化 6 方面存在问题。针对以上问题，提出了 X 房地产留住核心销售人员的对策，分别包括：重整薪资结构、完善绩效考核体系、完善培训与晋升、打造和谐友好员工关系以及构筑良好企业文化。

关键词：房地产行业；销售人员流失；人员满意度

ABSTRACT

In recent years, the rapid development of the real estate industry has driven China's economic development to a large extent, occupying an important position in the national economy. However, under the influence of the country's macro-control policies, a series of adjustments have also been made within the real estate industry, making it face huge challenges. Real estate sales personnel are an important part of an enterprise. Without them, an enterprise cannot make a profit. Therefore, the loss of a large number of sales staff will bring great losses to the enterprise. It is urgent to find out the root cause of the large number of sales staff and develop a solution to the cause of the loss.

This article takes X Real Estate Company as an example, sorts out the theoretical basis of the research by referring to a large number of documents, and summarizes the basic overview of X Company based on my notes during internships, information consulted on the Internet, and company related information provided by X Real Estate Company. Through the distribution of questionnaires and interviews to get the reason for leaving the sales staff and the satisfaction of the sales staff. After an in-depth investigation, it was found that the reason for the loss of X real estate sales personnel is mainly due to problems in the salary and welfare system, performance management, training system, promotion system, employee relations, and corporate culture. In response to the above problems, X Real Estate proposed strategies for retaining core sales staff, including: restructuring the salary structure, improving the performance evaluation system, improving training and promotion, creating a harmonious and friendly employee relationship, and building a good corporate culture.

Key Words: Real estate industry; Sales staff turnover; Staff satisfaction

目 录

1 绪论	1
1.1 研究背景.....	1
1.2 研究意义.....	1
1.3 研究内容及研究框架.....	1
1.3.1 研究内容	1
1.3.2 研究框架	2
1.4 研究方法.....	3
1.4.1 文献研究法	3
1.4.2 问卷调查法	3
1.4.3 访谈法	3
2 相关理论概述	4
2.1 人员流失的概念.....	4
2.2 相关理论基础.....	4
2.2.1 需求层次理论	4
2.2.2 人本管理理论	4
2.2.3 参与者决定模型	4
2.3 员工流失国内外研究综述.....	5
2.3.1 国外研究现状	5
2.3.2 国内研究现状	5
3 X 房地产公司销售人员流失现状以及影响	7
3.1 X 房地产公司概况.....	7
3.2 X 房地产公司组织架构.....	7
3.3 X 房地产公司员工构成情况.....	8

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