
家电企业绩效考核研究——以珠海格力 电器为例

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摘要：在市场经济体制下，营销部门是企业营销战略中很重要的部门，甚至可以说把握了企业的命脉。营销人员能否把商品转换成货币决定了企业的业务能否正常执行。因此，本文以家电企业-珠海格力电器绩效考核研究为例，研究营销人员的绩效考核系统，并确立适合企业的新型考核系统。对公司营销战略的成功实现、存续和发展具有重要意义。为了完善和优化珠海格力电器的销售员的业绩评价制度，需要综合探讨行业背景、行业竞争状况、目前阶段该公司制定的战略目标等，以及当前家电产品的销售市场，对该公司的营销人员的信赖度很高的业绩评价系统。为了解决现在的公司业绩考核问题。这篇论文优化了珠海格里电器销售员的绩效考核系统。在详细的调查和研究的基础上，一边参考多数文献和相关理论，一边使用业绩评价等方法，优化方便有效的业绩评价系统。

关键词：销售人员；绩效考核；体系优化

Research on Performance Evaluation of Home Appliance Enterprises——Taking Zhuhai Gree Electric Appliance as an Example

Abstract: Under the market economy, the marketing department is a very important department in a company's marketing strategy, and it can be said that it has mastered the company's lifeline. The marketer's ability to convert goods into currencies determines whether a company's business can succeed. Therefore, in this paper, we will study the performance evaluation system for marketers, using Zhuhai Guri Electric Appliance, which is a performance evaluation research for home appliances companies, as an example, and build a new evaluation system suitable for companies. This is crucial to the successful implementation, survival and development of your company's marketing strategy. To complete and optimize the performance evaluation system for Zhuhai Gree Electric Appliances sales representatives, a comprehensive discussion of the industry background, industry competitiveness, and the strategic objectives the company has developed at this stage is required. Reliable performance evaluation system. To solve the company's current performance evaluation problem. In this article, we optimize the performance evaluation system for Zhuhai Gree's electric sales staff. Based on in-depth research and research, we refer to most literature and related theories and use performance evaluation and other methods to optimize a convenient and effective performance evaluation system.

Keywords: sales staff, performance evaluation, system optimization

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