



# **COMPETENCIES, PERFORMANCE MANAGEMENT, EMPLOYEE ENGAGEMENT AND PERFORMANCE OF THE SALES PERSONNEL; A CASE OF SELECTED INSURANCE FIRMS IN KAMPALA**

## **ABSTRACT**

This study was conducted to establish the relationship between competencies, performance management, employee engagement and performance of sales personnel; a case of selected insurance firms in Kampala. The performance of the sales personnel is greatly affected by various aspects.

A cross-sectional survey design was adopted and data collected through the use of quantitative research technique. A total of 80 questionnaires were distributed, considering the sample size of 80 drawn from the Krejcie and Morgan's, (1970) table of sampling. The response rate was 100% since the total number of questionnaires received back by the researcher matched the sample size of 80 respondents. Correlation and regression were used to analyze the results. The correlation results revealed a strong, significant and positive correlation between competencies, performance management, employee engagement and performance of sales personnel. The regression output indicated that competencies were the best predictor of performance of the sales personnel in the selected insurance firms in Kampala. Competence, performance management and employee engagement explained 41.3% of the variance in the performance of sales personnel.

Basing on the results, the researcher recommended that managers in these insurance firms should ensure that the right personnel are recruited and equipped with the right competencies to enhance their performance as sales personnel and that managers need to create environments that encourage the sales personnel to keep going that extra mile not just in terms of customer service but also for themselves as sales personnel for good performance.