Title of Article: Effect of Motivation on Job satisfaction of Sales Representatives.

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Outlet: Journal of Educational and Social Research. Vol 4 No.1

Date of Publication: 2014

Abstract: Sales managers are concerned with motivation of individual salespersons as well as motivation of the entire sales force. A well motivated salesperson is expected to be satisfied with his or her job. Consequently, he or she is expected to render satisfying services to the customers. This study was able to examine intrinsic motivation and extrinsic motivation separately and their effects on job satisfaction. Copies of questionnaire were distributed randomly to the sales representatives of the sampled four service firms for the study. Two hypotheses were developed and were subjected to regression analysis. It was discovered that both intrinsic and extrinsic motivations are crucial to enriching the job satisfaction of the sales representatives. The study makes useful recommendations which entrepreneurs and sales managers will find very useful if implemented