

Title: Common problems and optimization strategy of human resource training: Taking A enterprise as an example

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ABSTRACT

With the continuous development of economy and society, enterprises are facing unprecedented competitive pressure, and many enterprises' profits continue to decline. In such a severe situation, the enterprise gradually lock the key direction of the development of the improvement of competitiveness as an effective way to win market share. In order to win more market share and improve the sales profit of enterprises, personnel training has become the focus of the competitiveness improvement direction of enterprises. Personnel training is related to the survival and development of the enterprise. Sales workers can find out the needs of consumers through a keen sense of smell, which can help enterprises to improve their competitiveness for consumers. Therefore, conducting business training for sales workers is an important way for current enterprises to break the development barriers. This paper mainly studies the problems existing in the sales personnel training of the A company. Based on the

analysis of the current situation of the sales personnel training of this company, this paper summarizes the causes of these phenomena, and finally puts forward constructive suggestions. It is hoped that the research in this paper can provide the reference to the A company and the enterprises in the same field, as well as provide the theoretical basis and reference for this research field.

keyword: human resource management, enterprise training management, sales management

