



### Article Title

Examining hotel salespeople's new membership programme sales performance.

### Citation

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### Abstract

Promoting new membership programmes can be a rewarding, yet challenging task for hotels. However, high-performance sales teams can improve consumer perceptions of new membership programmes in the market and allow hotels to remain competitive. Few studies have explored how hotel sales personnel approach the task of selling new membership programmes, and studies examining the moderating influence of market orientation are also rare. The current study contributes to the hospitality sales management literature by using the goal orientation theory to examine the new membership programmes sales performance of 168 salespeople. 'Market orientation' was included as a variable that could moderate salespeople's performance. The results show that learning goal orientation and performance-prove goal orientation positively influence salespeople's performance, but performance-avoid goal orientation negatively influences sales performance. Furthermore, hotels' levels of market orientation (high or low) can moderate the relationship between goal orientation and sales performance.

### Conclusion

In conclusion, this study is the first to explore the influence of goal orientation on sales performance in a hospitality domain. The findings reveal the diverse strategies that hotel managers can use when selling new membership programmes. The results show that hotels' market orientation moderates their salespeople's sale performance. It is important hotels provide salespeople the opportunity to learn and sharpen their skills; therefore, they can perform better under challenging circumstances. It is also important to understand not everyone is performance oriented and that there are challenges in the role that some may tend to avoid their shortcomings in experience being exposed.

Future studies should examine whether this study's framework can be applied to both scenarios. Second, this study only investigated the hospitality industry within a single country. Future scholars should apply this research framework to other countries.

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