ABSTRACT

Based on sales management concepts, one of which is selling activity management, this research is focused on the discussion about supervisory control as a means of management control to improve salesforce performance using an analysis on the influencing factors, i.e. supervisory feedback through the role clarity, learning goal orientation and performance goal through working smart and hard effects. This research problem was taken from research-gap of the research of feedback types effect on salesforce performance. This research model is developed by testing eight hypothesis involving 105 respondents of Telkomsel GraPARI Semarang salesforces. Data are analyzed using measurement and structural models of Structural Equation Modeling (SEM) utilizing AMOS software.

The results of data analysis show that all research construct-models fulfilled goodness-of-fit criteria. It was concluded that all hypothesis are accepted, meaning that supervisory feedback influences positively on salesforce performance.

Key-words : supervisory feedback, role clarity, learning-oriented, performance-oriented, working smart, working hard, salesforce performane