

**HOW MARKETING INVESTMENT AFFECTS FINANCIAL PERFORMANCE: THE RELATIONSHIP
BETWEEN FINANCIAL PERFORMANCE AND FIRM'S SALESPERSONS TRAINING**

Gisung Moon, Columbus State University, Columbus, Georgia, USA
Yonpae Park, Savannah State University, Savannah, Georgia, USA
Sungwoo Jung, Columbus State University, Columbus, Georgia, USA

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ABSTRACT

Marketing and finance are often treated as separate business disciplines. However, expenditure on marketing activities such as sales training or advertising is expected to produce tangible financial outcomes. In this paper, we consider sales training as a marketing investment that should improve firms operating performance and have an effect on firm valuation. This exploratory research investigates the relationships between the firm's attitude toward sales training and the financial performance of a firm. Relevant literature review and research hypothesis are introduced. Survey results from a sample of 25 firms' sales managers are analyzed and managerial implications are discussed.

Keywords: *ROMI, Sales Training, Return on Investment, Financial Performance.*