

<b>TITLE</b>	THE EFFECTS OF SALES TECHNOLOGY ADOPTION, SALESPERSON COACHABILITY AND EMOTIONAL INTELLIGENCE ON SALESPERSON PERFORMANCE OF PHARMACEUTICAL COMPANIES IN THAILAND
<b>KEYWORD</b>	SALES TECHNOLOGY ADOPTION / SALESPERSON COACHABILITY / EMOTIONAL INTELLIGENCE / SALESPERSON PERFORMANCE
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### **ABSTRACT**

The purposes of this research were to (1) investigate the level of Sales Technology Adoption, Salesperson Coachability, Emotional Intelligence and Salesperson Performance of Pharmaceutical Salesperson in Thailand and (2) explore the effects of Sales Technology Adoption, Salesperson Coachability and Emotional Intelligence on Salesperson Performance of Pharmaceutical Salesperson in Thailand. The research samples were 420 salespersons. The data collection instrument was questionnaire. The data was collected and analyzed by Mean, Standard Deviation, Pearson's Product Moment Coefficients and Structural Equation Modeling (SEM). The research results indicated that Sales Technology Adoption, Salesperson Coachability and Emotional Intelligence had direct and positive effect on Salesperson Performance of Pharmaceutical Salesperson in Thailand. In addition, Sales Technology Adoption and Emotional Intelligence had direct and positive effect on Salesperson Coachability.