Sales training, customer acquisition, and business performance: Basis for enhanced Chinese technology company marketing strategies framework

Zhang, Zhisheng ✉

Graduate School, Lyceum of the Philippines University - Batangas, Philippines

Abstract

This study evaluated the interrelationships among sales training, customer acquisition, and business performance within Chinese technology enterprises to develop an enhanced marketing strategies framework. Specifically, it examined sales training in terms of team building, training content, and management development; customer acquisition concerning classification, archival processes, and communication; and business performance through financial metrics, operational efficiency, and performance improvement. Employing a descriptive research design, data was collected via surveys from 406 participants. Findings indicate a high level of agreement among respondents regarding the implementation of sales training practices, including team building, training content, and management development. Participants also strongly believe that customer acquisition efforts positively influence customer understanding. Additionally, respondents acknowledged the company's robust business performance. A significant positive relationship was identified among sales training, customer acquisition, and business performance. Consequently, a framework to enhance marketing strategies for Chinese technology enterprises was proposed.

Keywords: sales training, customer acquisition, business performance, enhanced Chinese technology company marketing strategies framework

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1. Introduction

The evolution of China's digital economy has positioned technology enterprises at the forefront of global innovation, necessitating continuous adaptation and strategic refinement to maintain competitive advantage. Key determinants of organizational success in this context include sales training, customer acquisition, and overall business performance. Sales Training is fundamental in equipping sales teams with the requisite skills and knowledge to effectively engage customers and drive revenue growth. Comprehensive training programs that encompass team building, tailored training content, and ongoing management development have been shown to enhance sales performance. For instance, Zheng et al. (2023) highlighted those motivating strategic front-line employees through innovative sales training positively impacts sales outcomes in the digital transformation era.

Customer Acquisition strategies are equally vital, as they directly influence a firm's ability to expand its client base and increase market share. Effective customer acquisition involves understanding customer segmentation, maintaining detailed customer records, and fostering robust communication channels. Li et al. (2024) demonstrated that digital empowerment of mobile social platforms enhances traditional retail enterprises' operational performance by improving knowledge management and customer acquisition capabilities. Business Performance serves as the ultimate measure of an enterprise's success, often evaluated through financial metrics, operational efficiency, and continuous performance improvement. The interplay between sales training and customer acquisition strategies significantly impacts these performance indicators. Ma et al. (2024) proposed a new marketing strategy model for e-commerce enterprises, emphasizing the integration of advanced technologies to stimulate consumer purchasing needs and enhance business performance.

Historically, technological advancements have been pivotal in driving societal progress, from early innovations like fire and metal smelting to modern developments such as artificial intelligence. China's journey reflects this trajectory; after a period of technological stagnation, the nation has re-emerged as a global leader in science and technology, particularly following economic reforms that encouraged market liberalization and enterprise growth. The rise of prominent Chinese technology companies—such as Huawei, Tencent, Alibaba Group, ByteDance, Baidu, BYD, Meituan, and DJI—illustrates this resurgence. These enterprises have not only mastered advanced technologies but have also developed unique marketing strategies that contribute to their robust business performance. By examining these components, the researcher seeks on to develop an enhanced marketing strategies framework tailored to the unique dynamics of China's technology sector. The insights gained are intended to inform strategic decisions that bolster competitiveness and drive sustainable growth in this rapidly developing market.

Objectives of the Study - This study aimed to assess the sales training, customer acquisition and business performance of Chinese technology enterprise as basis for enhanced marketing strategies framework. Specifically, it aims to determine the sales training in terms of sales team building, training content and training management and development; describe the effects of customer acquisition in terms of customer classification, customer archives and customer communication; assess the business performance in terms financial , operation and performance improvement; test the significant relationships among sales training, customer acquisition and business performance; and propose framework to enhance Chinese technology enterprise marketing strategies.

2. Methods

Research Design - This study employed a descriptive research design to analyze statistical data, providing a foundation for informed decision-making. Descriptive research aims to systematically and accurately describe

characteristics of a population, situation, or phenomenon, offering a comprehensive understanding of the subject. The descriptive research method is a study that obtains current relevant facts, data and information and provides an accurate overview of the situation, person or event. The purpose of the design is to find the associations or relationships and differences between the three selected variables, and to systematically and accurately describe the facts and characteristics of a given object.

Participants of the Study - The study involved ordinary employees and managers of several technology companies in Shenzhen, Guangdong Province, China like Shenzhen Derun Electronics Co., LTD., Guangdong Dechang Electric Co., LTD., Libenlai Plastic Industry (Shenzhen) Co., LTD., ZTE Group Shenzhen Factory and Foxconn Technology Group Shenzhen factory were selected as survey participants. The total number of valid samples is 406,

Instrument of the Study - This study used five group questionnaires as the main mechanism for collecting the necessary data. The items of each instrument were presented as descriptive statements, with respondents noting the frequency with which each statement applied to the four-point Likert scale, verbal interpretation of 3.50-4.00 strongly agree, 2.50-3.49 agree, 1.50-2.49 disagree, and 1.00-1.49 indicating strong disagreement. The study used a questionnaire measuring sales training. This includes Part 1, the sales team building, training and management development with 5 related support aspects or indicators. Part 2 Customer acquisition was measured through a standardized tool. Customer communication. Part 3 is the Operating performance. The questionnaire is divided into three dimensions: financial performance, operational performance and performance modification. The author used Cronbach's alpha to test the reliability of the instrument employed. It is used when assuming that you have multiple items to measure the same underlying construct. The results of the reliability test showed that there is strong internal consistency for measuring the respective indicators. This means the items within each indicator are highly correlated and reliable for assessing the intended constructs.

Table 1

Result of Reliability Test

Indicators	Cronbach Alpha	Remarks
Team Building	0.906	Excellent
Training Content	0.872	Good
Training Management Development	0.904	Excellent
Classification	0.959	Excellent
Archives	0.940	Excellent
Communication	0.963	Excellent
Financial	0.962	Excellent
Operations	0.940	Excellent
Performance Improvement	0.913	Excellent

George and Mallery (2003) provide the following rules of thumb:"_ >.9 – Excellent, _ > .8 – Good, _ > .7 – Acceptable, _ > .6 – Questionable, _ > .5 – Poor, and_ < .5 – Unacceptable"

Data Gathering Procedure - This study served as a source for collecting and collecting data or information through investigators published papers and many databases and references. In addition, reliable books, articles, official websites and journals, news reports, famous conferences and forums, famous entrepreneurs, famous entrepreneurs, famous management managers, famous economists and other monographs are used to collect relevant data and information. Before the data collection, made the detailed collection plan, collection purpose and specific work process, designed three big dimensions, 45 key support questionnaire, after testing and through the feasible, in advance and investigation is located in Shenzhen city, Guangdong province embellish electronics co., LTD., Guangdong Johnson motor co., LTD., liblai plastic industry (Shenzhen) co., LTD., zte group Shenzhen factory, foxconn technology group Shenzhen factory five Chinese technology company personnel for communication, Illustrates the significance of the questionnaire survey, told the steps of questionnaire answer method, and emphasizes the need to judge by their true understanding to answer and fill in the questionnaire, each questionnaire filling information will be confidential, will not cause any impact on respondents and damage, stabilize the mentality of respondents, effectively guarantee the authenticity and

reliability of the questionnaire. Questionnaires were administered by the researcher personally, or using Google forms to ensure the accuracy and confidentiality of the results. Data were gathered and arranged and submitted for statistical treatment.

Ethical Consideration - Communication was obtained with the respondents before the study began. For this purpose, ethical considerations were undertaken during the research work to ensure that all information collected was used for research purposes only to maintain the quality and integrity of the study. The investigators correctly cited the questionnaire used. The researchers also obtained respondent visitor consent through chat software communication to ensure that the target respondents were ready to answer the necessary research questions. It also ensures the confidentiality and anonymity of the respondents' information through confidentiality measures/ The investigators also ensured that respondents voluntarily answered the questionnaire at their own will. Finally, the dignity and privacy of respondents were protected from physical and verbal abuse, giving them the opportunity to form mutual relationships rather than threatening them because they felt they were being studied and seen as having a strong information seeker

Data Analysis - The required files and numbers were statistically, coded and analyzed using various statistical methods. This includes the frequency distribution, weighted mean, Pearson-product moment correlations, regression analysis, and analysis of variance (analysis of variance), which were used based on the objectives of this study. One of the common methods for organizing data is to construct the frequency distribution. In this study, the frequency distribution was used to show whether the observations were high or low and whether they were concentrated in one region or scattered across the entire scale, and it also presented individual observations on the measured scale. Pearson product moment correlation was used to measure the strength of linear association between variables or between variables, in this study, regression analysis was used to model or analyze the data and examine the nature of the relationship between the dependent variable and one or more independent variables. Therefore, it was used to identify significant relationships between sales training, customer acquisition, and performance improvement. All data were processed using PASW statistical software to further interpret the results of the research work. The PASW statistical software is a comprehensive system for analyzing the data. In addition, it can obtain data from almost any type of file and use them to generate tabular reports, charts and chart distributions and trends, descriptive statistics, and complex statistical analyses.

3. Results and discussion

Table 2

Summary Table on Sales Training

Items	Composite Mean	Verbal Interpretation	Rank
Sales Team Building	3.51	Strongly Agree	2
Sales Training Content	3.58	Strongly Agree	1.5
Sales Training Management and Development	3.58	Strongly Agree	1.5
Grand Composite Mean	3.56	Strongly Agree	

Legend: 4.00-3.50 Strongly Agree; 3.49-2.50 Agree; 2.49-1.49 Disagree; 1.49-1:00 Strongly Disagree

Table 2 presents the Summary of Sales Training. The grand composite mean of 3.56 indicates that respondents strongly agree with the overall effectiveness of sales training. Sales Training Content and Sales Training Management and Development (Rank 1.5, with Composite Mean: 3.58). These two areas were rated highest, showing that employees recognize the importance of well-structured training programs and the effective management of training initiatives. Respondents appreciate structured and relevant training materials, supporting research by Aguinis et al. (2021), which highlights that well-developed training content enhances learning outcomes and job performance.

As to Sales Training Management and Development, this showed that organizations effectively implement, monitor, and refine sales training programs. According to Salas et al. (2023), continuous assessment and feedback loops ensure training remains effective and aligned with organizational goals. Last, Sales Team

Building, although still within the Strongly Agree category, Sales Team Building received the lowest composite mean. This may indicate that while respondents acknowledge the importance of teamwork in sales, there could be room for improvement in fostering a collaborative sales culture. Research by Tannenbaum et al. (2022) suggests that interactive workshops, peer coaching, and team-based incentives can enhance team cohesion in sales environments.

Table 3

Summary Table on Effects of Customer Acquisition

Items	Composite Mean	Verbal Interpretation	Rank
Customer Classification	3.61	Strongly Agree	1
Customer Archives	3.60	Strongly Agree	2
Customer Communication	3.59	Strongly Agree	3.6
Grand Composite Mean	3.60	Strongly Agree	

Legend: 4.00-3.50 Strongly Agree; 3.49-2.50 Agree; 2.49-1.49 Disagree; 1.49-1:00 Strongly Disagree

Table 3 presents the Effects of Customer Acquisition. The grand composite mean of 3.60 indicates that overall customer acquisition is in good standing. Customer classification was ranked as the most significant factor in customer acquisition. This means that proper segmentation allows businesses to tailor marketing strategies and personalize services to meet the needs of different customer groups (Lemon et al., 2020). By understanding customer demographics, behavior, and preferences, companies can enhance customer retention and acquisition efforts (Kotler et al., 2021).

Ranked 2nd is customer archives play a vital role in ensuring data organization, compliance, and security. This means that maintaining a well-structured database allows businesses to track customer interactions, preferences, and transaction histories, improving customer experience and relationship management (Nguyen et al., 2021). Last is Customer Communication. Although ranked lowest, customer communication remains essential for effective customer acquisition. Open and responsive communication builds trust, addresses customer concerns, and fosters brand loyalty (Morgan et al., 2021). Timely and transparent interactions through multiple channels (social media, email, customer support) help businesses convert leads into long-term customers (Smith et al., 2022).

Table 4

Summary Table on Business Performance

Items	Composite Mean	Verbal Interpretation	Rank
Financial Performance	3.57	Strongly Agree	3
Operation Performance	3.58	Strongly Agree	2
Performance Improvement	3.63	Strongly Agree	1
Grand Composite Mean	3.59	Strongly Agree	

Legend: 4.00-3.50 Strongly Agree; 3.49-2.50 Agree; 2.49-1.49 Disagree; 1.49-1:00 Strongly Disagree

Table 4 presents a summary of business performance across the three domains: Financial Performance, Operational Performance, and Performance Improvement. The results indicate that respondents strongly agree that these areas contribute to business success, as reflected by the Grand Composite Mean of 3.59. Performance improvement received the highest rating, highlighting its critical role in business success. Continuous learning, innovation, and workforce development drive higher productivity and efficiency (Barney et al., 2022). Operational Performance (Rank 2) involves process efficiency, resource management, and service quality, ranked second. Effective operations are linked to customer satisfaction and profitability (Morgan et al., 2021). Last is Financial Performance. Although ranked third, financial performance remains a crucial indicator. Profitability, cost management, and revenue growth are central to business sustainability (Prajogo et al., 2022).

The grand composite mean of 3.59 (Strongly Agree) suggests that business performance is perceived positively across all key result areas. While financial performance is fundamental, organizations place slightly more emphasis on operational efficiency and performance improvement as key drivers of success (Kiron et al.,

2021).

Table 5

Relationship Between Sales Training and Customer Acquisition

Sales Team Building	rho	p-value	Interpretation
Customer Classification	0.480**	<.001	Highly Significant
Customer Archives	0.467**	<.001	Highly Significant
Customer Communication	0.540**	<.001	Highly Significant
Sales Training Content			
Customer Classification	0.626**	<.001	Highly Significant
Customer Archives	0.639**	<.001	Highly Significant
Customer Communication	0.669**	<.001	Highly Significant
Sales Training Management and Development			
Customer Classification	0.694**	<.001	Highly Significant
Customer Archives	0.640**	<.001	Highly Significant
Customer Communication	0.703**	<.001	Highly Significant

**. Correlation is significant at the 0.01 level.

Table 5 presents the Relationship Between Sales Training and Customer Acquisition. The computed rho-values ranging from 0.467 to 0.703 indicate a moderate to strong direct relationship among the sub-variables of sales training and customer acquisition. There was a statistically significant relationship between sales training and customer acquisition because the obtained p-values were less than 0.01 (Morgan et al., 2021). Customer Classification: rho = 0.480, p-value <0.001, indicating a highly significant positive correlation (Prajogo et al., 2022). Customer Profile: rho = 0.467, p-value <0.001, indicating a highly significant positive correlation (Verhoef et al., 2021). Customer Communication: rho = 0.540, p-value <0.001, indicating a highly significant positive correlation (Kiron et al., 2021). Customer Classification: rho = 0.626, p-value <0.001, indicating a highly significant positive correlation (Liu et al., 2022). Customer Profile: rho = 0.639, p-value <0.001, indicating a highly significant positive correlation. Customer Communication: rho = 0.669, p-value <0.001, indicating a highly significant positive correlation (Kim et al., 2023). As to Sales Training Management and Development, Customer Classification: rho = 0.694, p-value <0.001, indicating a highly significant positive correlation (Golini et al., 2021). Customer Profile: rho = 0.640, p-value <0.001, indicating a highly significant positive correlation (Tang et al., 2021). Customer Communication: rho = 0.703, p-value <0.001, indicating a highly significant positive correlation (Wirtz et al., 2020).

All aspects of sales training management and development (customer classification, customer files, customer communication) have the highest correlation with customer acquisition, indicating that systematic training management and development are crucial to customer acquisition (Barney et al., 2022).

Table 6

Relationship Between Sales Training and Business Performance

Sales Team Building	rho	p-value	Interpretation
Financial Performance	0.481**	<.001	Highly Significant
Operation Performance	0.533**	<.001	Highly Significant
Performance Improvement	0.550**	<.001	Highly Significant
Sales Training Content			
Financial Performance	0.609**	<.001	Highly Significant
Operation Performance	0.637**	<.001	Highly Significant
Performance Improvement	0.624**	<.001	Highly Significant
Sales Training Management and Development			
Financial Performance	0.663**	<.001	Highly Significant
Operation Performance	0.711**	<.001	Highly Significant
Performance Improvement	0.677**	<.001	Highly Significant

**. Correlation is significant at the 0.01 level.

Table 6 shows the Relationship Between Sales Training and Business Performance. The computed rho-values ranging from 0.481 to 0.711 indicate a moderate to strong direct relationship among the sub-variables of sales

training and business performance. There was a statistically significant relationship between sales training and business performance because the obtained p-values were less than 0.01 (Morgan et al., 2021). As to Sales team building, Financial Performance, the correlation coefficient (rho) is 0.481, with a p-value of less than 0.001. This indicates a moderate to strong positive correlation, which is highly significant (Prajogo et al., 2022). In Operational Performance: The correlation coefficient is 0.533, with a p-value of less than 0.001. This indicates a strong positive correlation, which is highly significant (Verhoef et al., 2021). Lastly, Performance Improvement: The correlation coefficient is 0.550, with a p-value of less than 0.001. This indicates a strong positive correlation, which is highly significant (Kiron et al., 2021).

Under Sales Training Content, Financial Performance correlation coefficient is 0.609, with a p-value of less than 0.001. This indicates a strong positive correlation, which is highly significant (Liu et al., 2022). Operational Performance, the correlation coefficient is 0.637, with a p-value of less than 0.001. Lastly, Performance Improvement, the correlation coefficient is 0.624, with a p-value of less than 0.001. This indicates a strong positive correlation, which is highly significant (Kim et al., 2023). Under Sales Training Management and Development, Financial Performance correlation coefficient is 0.663, with a p-value of less than 0.001. This indicates a very strong positive correlation, which is highly significant (Golini et al., 2021). Operational Performance, The correlation coefficient is 0.711, with a p-value of less than 0.001. This indicates a very strong positive correlation, which is highly significant (Tang et al., 2021). Lastly, Performance Improvement, the correlation coefficient is 0.677, with a p-value of less than 0.001. This indicates a very strong positive correlation, which is highly significant (Wirtz et al., 2020).

All the correlations are statistically significant at the 0.01 level, suggesting strong relationships between the aspects of sales training and business performance (Barney et al., 2022). Specifically:Sales Team Building shows significant positive relationships with all three business performance metrics, though the strength of these correlations is moderately strong. Sales Training Content has stronger correlations with business performance metrics compared to Sales Team Building, indicating it may be more critical for achieving better financial, operational, and performance improvement outcomes. Finally, Sales Training Management and Development has the strongest correlations with business performance metrics, suggesting that how sales training is managed and developed is the most influential factor among the ones considered for enhancing business performance.

Table 7

Relationship Between Customer Acquisition and Business Performance

Customer Classification	rho	p-value	Interpretation
Financial Performance	0.597**	<.001	Highly Significant
Operation Performance	0.643**	<.001	Highly Significant
Performance Improvement	0.630**	<.001	Highly Significant
Customer Archives			
Financial Performance	0.660**	<.001	Highly Significant
Operation Performance	0.657**	<.001	Highly Significant
Performance Improvement	0.678**	<.001	Highly Significant
Customer Communication			
Financial Performance	0.658**	<.001	Highly Significant
Operation Performance	0.733**	<.001	Highly Significant
Performance Improvement	0.685**	<.001	Highly Significant

**. Correlation is significant at the 0.01 level.

Table 7 presents the relationship Between Customer Acquisition and Business Performance. As seen in the table, the computed rho-values ranging from 0.597 to 0.733 indicate a moderate to strong direct relationship among the sub-variables of customer acquisition and business performance (Reinartz et al., 2021). There was a statistically significant relationship between customer acquisition and business performance because the obtained p-values were less than 0.01 (Morgan et al., 2022). Under Customer Classification, Financial Performance: correlation coefficient rho was 0.597, and the p-value was less than 0.001, indicating a highly significant positive correlation between customer classification and financial performance (Homburg et al., 2021). In Operational

Performance, correlation coefficient rho was 0.643, and the p-value was less than 0.001, indicating a highly significant positive relationship between customer classification and operational performance (Rust et al., 2022). And in performance Improvement, the correlation coefficient rho was 0.630, and the p-value was less than 0.001, indicating a highly significant positive correlation between customer classification and performance improvement (Lemon et al., 2023).

As to Customer Files, Financial Performance, the correlation coefficient rho was 0.660, and the p-value was less than 0.001, indicating a highly significant positive relationship between customer profile management and financial performance (Verhoef et al., 2021). The Operational Performance correlation coefficient rho was 0.657, and the p-value was less than 0.001, indicating a highly significant positive correlation between customer profile management and operational performance. Lastly, Performance Improvement, the correlation coefficient rho was 0.678, and the p-value was less than 0.001, indicating a highly significant positive correlation between customer profile management and performance improvement (Grewal et al., 2023). In Customer Communication, Financial Performance, The correlation coefficient rho was 0.658, and the p-value was less than 0.001, indicating a highly significant positive correlation between customer communication and financial performance (Palmatier et al., 2021). In Operational Performance, the correlation coefficient rho was 0.733, and the p-value was less than 0.001, indicating a highly significant positive correlation between customer communication and operational performance (Kumar et al., 2022). As to Performance Improvement, the correlation coefficient rho was 0.685, and the p-value was less than 0.001, indicating a highly significant positive correlation between customer communication and performance improvement (Hogan et al., 2021).

All customer management variables (customer classification, customer files, and customer communication) had significant positive correlations with the enterprise's financial performance, operational performance, and performance improvement. These correlations were statistically highly significant (p-values all less than 0.001), confirming the critical role of customer acquisition in driving business success (Rust et al., 2022). Among these, customer communication had the strongest correlation with operational performance (rho = 0.733), suggesting that clear and effective communication with customers plays a crucial role in improving business operations (Verhoef et al., 2023). Additionally, the correlation between customer files and performance improvement (rho = 0.678) indicates that well-managed customer records significantly contribute to business growth and operational efficiency (Homburg et al., 2021). This suggests that while different aspects of customer management have varying degrees of influence, they all contribute positively to enterprise performance.

Research Output

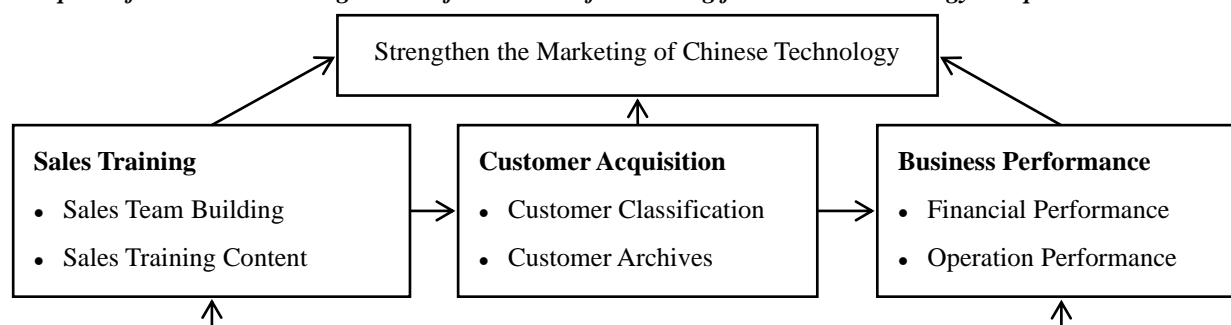***Proposed framework to strengthen the foundation of marketing for chinese technology companies***

Figure 1. Proposed Framework for a Strengthening Performance Marketing Management for Chinese Technology Companies Assisted by Ordinary Employees and Managers

In order to motivate the marketing staff of Chinese technology companies to work more actively, mobilize all key factors, and improve the market performance of Chinese technology companies, we have established a proposed strategic framework to strengthen the marketing foundation of Chinese technology companies. This

will also provide reference and help for Chinese technology companies to improve the overall economic benefits, help Chinese technology enterprises to implement this strategic framework to have stronger and better competitiveness in the industry competition, and also provide a theoretical framework and case for Chinese technology companies to strengthen marketing and implementation. As can be seen from the figure below, the sales training, customer acquisition and business performance of a technology company are the necessary dimensions to strengthen the market performance of Chinese technology companies. Sales training has a good and positive impact on customer acquisition and business performance. Customer acquisition also affects business performance. In this literature study, the objects as an interpretation framework are composed of selected employees and managers of five Chinese technology companies located in Shenzhen, Guangdong Province, China

4. Conclusions and recommendations

Based on the study results, the investigators have reached the following conclusions. The respondents highly agreed that sales training such as sales team building, sales training content and sales team management development were practiced. There is strong agreement among participants that customer acquisition significantly effect customer understanding. The respondents highly agreed that the company has good business performance. There is a highly significant relationship between sales training, customer acquisition, and business performance. A framework to enhance marketing strategies was developed. Based on the conclusions of this study, the investigators made the following recommendations. Implement a system for customer classification and detailed customer file management. This allows for a deeper understanding of target customers and their needs. Invest in regular training programs for your sales team. Consider bringing in relevant experts to improve employee skills and knowledge, enhancing their ability to convert leads into customers. The company HR Department may consider incentivizes for excellent customer acquisition practices and motivates the team to achieve higher performance levels. The Chinese technology company may adopt the developed to enhance their marketing strategies. Future research may explore the role of CRM systems in managing customer data, automating communication, and personalizing customer experiences.

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