

Research on Business Performance Management of Small and Medium-sized Enterprises

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ABSTRACT

Performance management is an important aspect of modern enterprise management, and effective implementation can improve the comprehensive ability of enterprises. It is the top priority of business development, and imperfect performance management framework will affect performance. This paper focus on the performance management of small and medium-sized enterprises, and first discusses the development of enterprise performance management. Analyze the problems faced by performance management today. Finally, through improving performance management, scientific and reasonable solutions are presented to promote the sustainable development of Chinese SMEs.

Keywords: *Small and medium-sized enterprises, Business, Performance management, Study.*

1. INTRODUCTION

With the development of market economy, the competition among companies in the operating market is increasing day by day. Companies have an obligation to adjust the internal development system and strengthen their strength to compete with companies in the same industry. Any company must make a success of the promotion of commodities. The sales team is the key to the company's progress and growth, an important part of the company's development system, and plays a vital role in the company. A good marketing team can help the company gain more profits. Gain a firm foothold in the economic market and increase its competitiveness. The establishment of an excellent marketing team is the first concern of the company. Establish a reliable marketing team, but what the company mainly does be to improve the performance evaluation system of marketing talents, establish reasonable, transparent and reasonable company evaluation criteria, and establish a marketing team to contribute to the development of the company.

2. THE SIGNIFICANCE OF SCIENTIFIC SALES PERFORMANCE MANAGEMENT SYSTEM TO ENTERPRISE DEVELOPMENT

Nowadays, the competition in the international

market is fierce, and companies are constantly improving the management system of enterprises, especially the marketing management system, which is a direct result of the continuous development and growth of companies. Marketing talents can directly bring direct economic benefits to the company, so a skilled marketing team will occupy a key position in the company, and a skilled marketing team needs a reasonable company performance appraisal system, so that it can actively play its own functions. The company will establish and improve the internal management system, implement humanized systematic management methods, implement the basic management principles of equality, fairness and openness, and implement a fair company performance appraisal management system. Only in this way can the employees of the company have a good sense of belonging to the enterprise, thus attracting high-quality marketing talents, continuing to explore the business market for the company, thus achieving higher operating efficiency and enhancing the comprehensive competitiveness of the company.

3. PROBLEMS FACED BY BUSINESS PERFORMANCE MANAGEMENT OF SMALL AND MEDIUM-SIZED ENTERPRISES

Because the company's top managers don't fully understand the significance of enterprise marketing performance appraisal management, marketing

company appraisal faces many social problems. The most significant social problem is that the current performance appraisal system doesn't really reflect social equity. Unreasonable assessment has affected the company's development prospects, led to the imbalance of staff's work focus, dampened the subjective enthusiasm of business personnel, failed to realize the planned business plan, and failed to successfully realize the company's development strategy.

3.1. The sales performance appraisal system is not perfect

According to the analysis of the elementary situation of China's private enterprises, there are still numerous problems in the implementation of sales performance appraisal in enterprises. There is no perfect performance appraisal system, and the performance index system is relatively simple and simple. At the same time, because it is difficult to realize the principles of fairness, justice and openness in the actual evaluation process, it is impossible to objectively evaluate the actual performance of the staff, and it does not reflect the actual effect of the evaluation. At the same time, the leaders of relevant units pay more attention to efficiency and marketing results, but less attention is paid to the self-performance of outstanding employees, while some marketing staffs pay more attention to marketing consequence. Unfair competition easily occurs in marketing activities, which infringe the rights and interests of other workers, which are very unfavorable to enterprise cooperation and create obstacles for the long-term development of the company.

3.2. The objectivity of the assessment results is not strong

The performance appraisal of the company's marketing managers is usually performed by the sales supervisor. This method of accomplishing the performance through individuals is subjective. The company's performance appraisal power is concentrated, and the company's performance appraisal power is basically in the hands of the head of the marketing department and other supervisors. First of all, when the sales supervisor evaluates the performance of personnel based on personal prejudice, hobbies or the relationship between employees and they, his subjective thinking directly affects the performance evaluation of personnel, and he can't treat everyone fairly and justly. Therefore, when performing performance appraisal, the sales supervisor should seek to have an objective working attitude, and try to see the workers working conditions except business achievements for different personnel.

3.3. Assessment indicators are not comprehensive and the assessment standards are unscientific

Small and medium-sized enterprises don't adjust with the change and progress of business strategy and technical index weight because of unreasonable weight and setting of various technical indexes in the enterprise assessment of sales staff, so the assessment management can't keep up with the pace of enterprise strategic development, and the assessment management is meaningless. Performance management is part of the fundamental tools for enterprise strategy implementation. However, because the performance management of the sales staff is not combined with enterprise strategy implementation, the overall marketing results will be greatly reduced, and finally the overall performance of enterprises will be poor. On the other hand, because the marketing performance reflected in the enterprise appraisal is too one-sided to draw attention to the scale and neglect the product quality, it will be difficult for enterprises to achieve the long-term strategic development goals. However, when small companies make overall goals, they are more likely to simply combine the goals of various departments, instead of considering all-round development as a whole. However, the narrow concept of interests of small departments is very obvious, and the formulation and implementation of inclusive strategies of small companies are also very demanding. Thirdly, performance appraisal standards for marketers in small and medium-sized enterprises are not scientific and reasonable. The performance appraisal standards are built on job analysis, mainly using the results of job analysis. However, in small and medium-sized enterprises, there is no such connection and scientifically in the formulation of the performance standards for marketers, nor can the job requirements and job requirements correspond to the performance standards. Eleven.

3.4. Lack of an effective feedback mechanism

For business users with modest performance, most companies have not reflected and summarized them through active and effective management measures. Thus affecting the improvement of company performance, low efficiency and increased operating costs.

4. COUNTERMEASURES FOR OPTIMIZING BUSINESS PERFORMANCE MANAGEMENT OF ENTERPRISES

The comprehensive and healthy progress of the company cannot be separated from the improvement of the internal performance appraisal system of specific production and sales enterprises. Therefore, the

company should be aware of the existing intramural performance appraisal problems and build a scientific and reasonable internal performance appraisal system according to the actual exact situation.

4.1. Improving the performance appraisal management system

The progress and growth of the company and the improvement of operating efficiency cannot be separated from the joint efforts of the marketing department. The work of the marketing department is also inseparable from a thorough and perfect performance appraisal management system, so it is necessary to scientifically and reasonably plan the appraisal index system to urge the marketing department to work actively. First of all, scientifically and reasonably plan out the evaluation indicators, and subdivide each evaluation link. Superb marketing managers should have a good working attitude, but for those who are not active in the marketing process, the evaluation standard should be lowered. When analyzing the marketing performance, we can make a comprehensive judgment based on the actual number of customers visited, the number of recent transactions or the number of business trips, and don't just concentrate on the business results. In the attitude towards work, we can judge the customer's evaluation, and make the necessary communication and education for the sales staff who complain more Delete consumers. Through the evaluation of the above indicators, it can be judged whether the sales staff are suitable to continue to work in the sales post, and at the same time, certain incentives can be implemented for employees with exceptional performance to arouse their work enthusiasm. Secondly, set indicators should be subdivided as much as possible. In the evaluation process, the principles of equality and justice should be implemented, and subjective evaluation should be minimized to make the evaluation conclusion more scientific and objective.

4.2. Reasonable allocation of performance appraisal members

Marketing staffs generally don't take part in the company's performance appraisal, and only the company's marketing subjective department leaders directly take part in the performance appraisal. This unreasonable appraisal structure is not conducive to the smooth advance of the company's overall marketing strategy planning. Therefore, the company should do a good job in the allocation of evaluation members, and sales staff must also take part in the company's performance appraisal. Each leader directly shares the results of the performance appraisal of marketing staff in a definite ratio, and the final data is the results of the

performance appraisal of the marketing staff. The scientific allocation of company performance appraisal personnel enhances fairness and rationality, and trained business personnel should have a positive attitude towards the company performance appraisal, so as to mobilize the working motivation of all employees. Core management leaders of performance appraisal should do their own job literacy training. Performance appraisal management should avoid being mixed with personal feelings and hobbies, conduct performance appraisal management with a fair and objective attitude, and regularly check the top management personnel of enterprises to avoid the phenomenon that the main management personnel have private consultation in performance appraisal management.

4.3. The evaluation index of sales personnel should be guided by the enterprise marketing strategy

Divide the company's key indicators into various departments step by step, then divide each department into layers, and finally subdivide them into marketing staff, then compare and analyze several indexes, and finally find out the most critical ones that are consistent with the enterprise's marketing strategy, so that the marketing orientation of evaluation indicators can be clearer. If the strategic goal of an enterprise is to expand the market share and increase the sales volume, then the enterprise needs to be very targeted, find the key points of work, set the performance evaluation indicators according to the key points and weights, and carry out targeted evaluation, so as to improve the working enthusiasm of marketing staff and promote the improvement and rise of marketing staff's performance.

4.4. Timely performance feedback

Performance feedback is the last link and key point of performance appraisal management. If enterprises don't give feedback, they can't make employees realize their peculiar situation, and they can't use performance management to promote workers improvement. Therefore, feedback is critical when establishing a rigorous performance management system. Enterprises can send performance appraisal forms to employees in a form similar to transcripts. In this way, employees have some real knowledge of their own work. And at the same time. They are driven by them. When the performance results are reflected in staffs, a complaint system of employee performance results is formed, which can overcome the problems in performance management and improve the fairness of performance.

5. CONCLUDING REMARKS

As mentioned above, in the rapidly developing market economy, business performance management is

an important part of enterprise management organization. The performance management system, complete indicators, reasonable distribution and timely feedback greatly stimulate the zeal of the sales staff, inspire the work potential and realize the economic effect and short-term target strategy of enterprises. Therefore, enterprises must constantly optimize the performance management system of sales worker, increase the competitiveness in the rapidly developing market economy and promote the stable, healthy and sustainable development of enterprises.

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