

Abstract

This study had invited 403 insurance agents with 147 high performers and 256 low performers for participation in a bid to examine the predictivity of goal commitment towards sales performance of insurance agents, compared with biodata and personality traits. The results showed that goal commitment as a predictor could add values to the prediction of sales performance on top of biodata and personality traits. In addition, it was found to be a better predictor than biodata and personality traits. The findings were suggested to generalize to other sales positions, especially those with similar job natures to insurance agents. Furthermore, it is advisable to take goal commitment into account as an alternative or complementary predictor in personnel selection.