Design of Training Program for Green Marketing Sales Personnel

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Abstract

On the basis of the survey that we have conducted in companies on "Green Marketing Training” affecting sales of Executives and Non - executives at different hierarchy level, we concluded that: Although companies are imparting a good green marketing training program to its Employees but there are certain basic facts, which came into the light. These are: Employees are not getting the green marketing training in accordance to their needs; The basic purpose of educating and awareness is not fulfilled, thus these causes lack of awareness Among the employees about green marketing; and 4. Specialize and learned green marketing trainers should be preferred over the local trainers for right impact on the business. Therefore, the company should enhance itself to take certain initiative step from its side, so that green marketing training program provided would be improved and will be fruitful to the employee.