

The aim of this research is to gain an insight into the factors that affect sales force effectiveness. Sales people are the hub of the organization since they are the ones who bring revenue to the establishment. Therefore, organizations require sales people for their survival. According to Boone and Kurtz (1995) sales people are more concerned with helping customers select products to meet their needs than with simply selling whatever is available. They advise and assist customers in their purchase decisions. The sales person may provide information about products, explain and interpret company policies, and even negotiate prices or diagnose technical problems when a product does not work well. Among the factors that the study focused were; how training, compensation, job security and management support have affected sales force effectiveness in Media Companies, a case study of Nation Media Group Limited. The methodology featured Media Companies as the study area, and the population of study was the sales people. Nation Media Group was used as the case study. Primary data collection methods used were; use of questionnaires, oral interviews and observation. Secondary data collection methods were; extensive library research, magazines and internet research. The data was analyzed by use of a computer package, SPSS (*Statistical Package for the Social Sciences*). The results are interpreted and presented in form of tables, graphs, frequencies and percentages.