

INTRINSIC VALUE OF SALESPERSONS AND THEIR VALUE ADDED ATTRIBUTE - A CRITICAL ASSESSMENT

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Abstract

In fact today, even salesmanship is considered an important service highly essential for the modern-day world. At present, it is considered a respectable and honorable profession even in these times of online sales going at its own heights. Ambitious graduate people, both men, and women are getting into the profession of sales because of such a changed and challenging attitude. Besides, the job of the modern salesman is challenging, rewarding, respectable, and absorbing. The salesman always attempts to create needs, makes the prospective buyers aware of such needs, and uses his resourcefulness and imagination to persuade them to buy products and services in order to satisfy their needs. In spite of sophisticated marketing techniques and online selling, the sales force play important role in showing personal care, attention, emotional touch, etc which are essential in marketing.

Keywords: resourcefulness, challenging attitude, persuade, emotional touch....

1. INTRODUCTION:

The stigma of sales as a line of work being dishonest has changed for a long. The line of business of a salesman is no longer considered to be the job of last resort. In fact today, even salesmanship is considered an important service highly essential for the modern-day world. At present, it is considered a respectable and honorable profession. Highly educated and ambitious people, both men and women are getting into the profession of sales because of such a changed and challenging attitude. Besides, the job of the modern salesman is challenging, rewarding, respectable, and absorbing.

Modern-day salesmanship has a significant impact element with the emergence and growth of selling services. They are basically intangible or impersonal activities that are offered for sale or in connection with the sale of goods. Professionals rendering these services require a high level of knowledge and skill in salesmanship since they have to sell intangibles or impersonal activities. These services salesman usually form firms and companies to enlarge their scope of selling. Thus, the concept of selling has undergone a lot of change over the years. It is quite different from the earlier concept. In the past, the salesman used to take orders and his job was more or less routine and mechanical. He used to show goods, wait for an order and receive payment. He made little attempt to guide, help or persuade the customer in the process of selling.

Modern selling, on the other hand, is creative. The salesman always attempts to create needs, makes the prospective buyers aware of such needs, and uses his resourcefulness and imagination to persuade them to buy products and services in order to satisfy their needs. A modern-day sale does not simply mean getting rid of a

product or service. Salesmanship is not an effort to sell; it is making the customer buy a product or service. It is necessarily an act of assisting the customers to buy wisely and be benefited from the purchase so made. Thus modern-day salesmanship is more of a skill or art of persuading consumers to achieve favorable results in the form of sales. In fact, it is a service that is serving the cause of human civilization better.

2. STATEMENT OF THE PROBLEM

Though advertising plays a greater role, personal selling can't be neglected as it persuades the customers personally by a single salesperson or by a group. Thus the personal presentation by the sales force helps the business not only to reach the target but also to build customer relationships. Though there is highly advanced telemarketing and net marketing service, a need exists for personal human intensive care to bridge the consumer and the seller. The market has brought dramatic changes in escalating importance of customer satisfaction and value. It is personal selling that gives marketers the greatest freedom to adjust the keynote to satisfy customers' information needs. Salespersons can listen to the customer and understands the gestures and answer questions and provide adequate information. The salesperson not only provides service but persuades, recommend convinces, and tackles objections to closing the sale. In spite of sophisticated marketing techniques and online selling, the sales force play important role in showing personal care, attention, emotional touch, etc which are indispensable in marketing. This being the case, the role of personal selling is important for ensuring Relationship marketing and hence this study.

3. OBJECTIVES OF THE STUDY

To study problems faced by the salespersons in the shop with respect to different categories of customers priorities

2. To study the impact created by salespersons on customers
2. To study the indispensable qualities that salespersons should possess in relation to equality of priority of different categories of customers

4. RESEARCH METHODOLOGY

This study was taken in Coimbatore city in the state of Tamil Nadu. The study involves primary data which were collected from 500 customers who purchase from different textile shops and 60 retailers who run textile shops in the city. A convenient random sampling method has been followed for the research. The scope of the study is confined to Coimbatore city only and the data were collected from 500 customers who purchase from different textile shops.

5. LITERATURE REVIEW

Der-Jang Chi (2007) made an attempt to study the role of sales agents in marketing branding strategies. It was found that when customers perceive significant social and merit benefits to flow from the relevant product or service, they typically have more positive attitudes to the sales agents involved. These positive attitudes appear to translate into greater loyalty on the part of customers.

Joseph Belonax, Stephen Newell and Richard Plank (2007) undertaken a study to determine whether the importance of the purchase decision affect buyer perceptions of the trust and expertise components of credibility. It was found out that buyer perceptions towards the supplier and salesperson expertise and trust were higher. It was concluded that the frequency of buyer-seller contact underlies buyer perceptions of trust and expertise.

Lynnea Mallalieu and Kent Nakamoto (2008) examined the interaction between selling behaviors and consumers motivation in a manner that produces positive cognitive and emotional responses on the part of the consumer. The result indicated that there is an interaction between consumer goals and salesperson behavior that leads to specific hypothesized cognitive and emotional outcomes. It was observed that salespeople should move away from formula-based sales approaches and focus on understanding consumer motivation.

Agnihotri, Raj, Zhiyong Yang, and Elten Briggs (2019) Salesperson Time Perspectives and Customer Willingness to-Pay-More: Roles of Salesperson Intraorganizational Employee Navigation, Customer Satisfaction, and Firm Innovation Climate, the findings indicate that both long- and short-term perspectives have positive effects on intraorganizational employee navigation and customer satisfaction, which, in turn, positively affect customer willingness to pay more.

6. RESULTS AND DISCUSSION:

6.1. Reaction of sales person to the regular customers

Hypothesis: The personal factor of the respondents have no significant influence on the Reaction of sales person with the regular customers.

The Table 6.1.1 describes the personal factor of the respondents, chi - square values p values and their significance on the reaction of sales person to the regular customers.

Table 6.1: Chi-square values – Personal factors and the sales person's Reaction to the regular customers

Personal Factors	Chi-square value	p Values	Significant/ Not Significant
Age	13.424	0.339	NS
Gender	2.636	0.62	NS
Educational Qualification	10.155	0.602	NS
Occupational Status	14.634	0.262	NS
Monthly Income	14.528	0.559	NS
Family size	4.907	0.961	NS

Note: S. – Significant (p value ≤ 0.05); NS – Not Significant (p value > 0.05)

It is found from the Table 6.1.1 that the hypothesis is accepted (not significant) in all six cases. It is concluded that the personal factors have no significant influence on the reaction of sales person to the regular customers.

6.2 Problem faced with the sales persons in the shop

Hypothesis: The personal factor of the respondents have no significant influence on the any problem faced with the sales persons in the shop.

The Table 6.1.2 describes the personal factor of the respondents, chi - square values p values and their significance on the any problem faced with the sales persons in the shop.

Table 6.2: Chi-square values – Personal factors and the problem faced With the sales persons in the shop

Personal factors	Chi-square value	p values	Significant/ Not significant
Age	3.088	0.378	NS
Gender	0.756	0.385	NS
Educational Qualification	1.642	0.65	NS
Occupational Status	2.824	0.42	NS
Monthly Income	1.423	0.84	NS
Family size	3.778	0.286	NS

Note: S. – Significant (p value ≤ 0.05); NS – Not Significant (p value > 0.05)

It is found from the Table 6.1.2 that the hypothesis is accepted (not significant) in all six cases. It is concluded that the personal factors have no significant influence on any problem faced with the sales persons in the shop.

6.3 Specific problems faced with the sales persons during the purchase

Hypothesis: The personal factor of the respondents have no significant influence on the specific problems faced with the sales persons during the purchase.

The Table 6.1.3 describes the personal factor of the respondents, chi - square values p values and their significance on the specific problems faced with the sales persons while making the purchase.

Table 6. 3: Chi–square values – Personal factors and the Specific problems Faced with the sales persons while making the purchase

Personal Factors	Chi-square value	p Values	Significant/ Not Significant
Age	11.017	0.527	NS
Gender	6.475	0.166	NS
Educational Qualification	8.866	0.714	NS
Occupational Status	16.854	0.155	NS
Monthly Income	9.031	0.912	NS
Family size	18.223	0.109	NS

Note: S. – Significant (p value ≤ 0.05); NS – Not Significant (p value > 0.05)

It is found from the Table 6.1.3 that the hypothesis is accepted (not significant) in all six cases. It is concluded that the personal factors have no significant influence on the specific problems faced with the sales persons during the purchase.

Average Rank

The Average Rank analysis is a tool used to identify the priority of respondents among the various factor or characteristics. Based on the consolidated opinion of the respondents the average rank is calculated and the final rank is affixed using the criterion “lesser the average rank more is the priority”.

6. 4 Personal factors and qualities that salesperson should possess

The various aspects that a sales person should possess are

- Understanding Customer Needs
- Attending customers actively
- Responding to customers
- Keeping the customers well-informed
- Others

The results of the analysis are presented in Table 6.4.

The Table 6. 4 describes Average Rank (AR) and Final Rank (FR) for the different categories of the respondents on their priorities towards their qualities that sales persons should possess.

Table 6. 4: Average Rank: Personal factors and qualities that salesperson should possess

Personal Factors		Sources		Understanding Customer Needs	Attending customers actively	Responding to customers	Keeping the customers well-informed	Others
		AR	FR					
Age (Years)	< 25	AR	2.02	2.27	2.31	3.56	4.43	
		FR	1	2	3	4	5	
	25-45	AR	1.93	2.13	2.45	3.64	4.53	
		FR	1	2	3	4	5	
	45 - 65	AR	1.91	2.13	2.36	3.6	5	
		FR	1	2	3	4	5	
>=60	AR	2.13	2	2.75	3.63	3		
	FR	2	1	3	5	4		
Gender	Male	AR	1.88	2.18	2.45	3.58	4.74	
		FR	1	2	3	4	5	
	Female	AR	2.01	2.1	2.36	3.67	4.41	
		FR	1	2	3	4	5	
Education	No formal education	AR	1.5	2.13	2.63	3.75		
		FR	1	2	3	4		
	School Level	AR	2.02	2.14	2.45	3.53	4.56	
		FR	1	2	3	4	5	
	College Level	AR	1.92	2.18	2.4	3.61	4.61	
		FR	1	2	3	4	5	
Professionally Qualified	AR	1.96	2.07	2.41	3.69	4.64		
	FR	1	2	3	4	5		
Occupational status	Agriculture	AR	1.94	2.28	2.33	3.44	5	
		FR	1	2	3	4	5	
	Business	AR	1.96	2.13	2.42	3.63	4.56	
		FR	1	2	3	4	5	
	Employed	AR	1.8	2.17	2.52	3.58	4.69	
		FR	1	2	3	4	5	
Professionals	AR	1.98	2.16	2.23	3.7	5		
	FR	1	2	3	4	5		
Income	< 5,000	AR	1.87	2.21	2.55	3.53	4	
		FR	1	2	3	4	5	
	5,000-10,000	AR	1.81	2.15	2.43	3.71	4.76	
		FR	1	2	3	4	5	
	10,000-15,000	AR	1.85	2.16	2.45	3.64	4.63	
		FR	1	2	3	4	5	
	15,000-20,000	AR	2.15	2.19	2.26	3.65	4.26	
		FR	1	2	3	4	5	
	>=20,000	AR	2.11	2.03	2.42	3.44	5	
		FR	2	1	3	4	5	
Family size	1	AR	1.46	2.15	2.92	3.92	4.6	
		FR	1	2	3	4	5	
	2	AR	1.9	1.98	2.75	3.56	4.4	
		FR	1	2	3	4	5	
	3	AR	1.89	2.27	2.4	3.59	4.55	
		FR	1	2	3	4	5	
>=4	AR	2.01	2.11	2.29	3.64	4.74		
	FR	1	2	3	4	5		

It is found from the Table 6.1.4 that the respondents irrespective of their personal classification have given top priority (Rank 1) for the understanding customer needs followed by attending customers actively, responding to customers are the qualities the sales person should possess.

It is concluded that the respondents irrespective of their personal categories in which they belong have given top priority to understanding customer needs, as their high priority among the qualities the sales person should possess.

6. 5 Personal Factors and feeling about sales persons aspects in selling

The Table 6.1.5 describes the personal factors, the various aspects of the sales person in selling and their Average Score.

Table 6. 5: Average score: Personal factors and feeling about the sales persons aspects in selling

Personal Factors		Sources	Knowledge about the product	Communication ability	Politeness and respect	Patience	Customer approach
Age (Years)	< 25		4.2	3.7	4.09	3.55	3.8
	25-45		4.18	3.8	3.8	3.77	3.92
	45 - 65		4.25	3.86	3.87	3.78	3.99
	>=60		4.58	3.92	4	4.08	4.08
Gender	Male		4.2	3.78	3.86	3.73	3.89
	Female		4.23	3.85	3.87	3.78	3.97
Education	No formal education		4.2	3.7	3.7	3.8	3.9
	School Level		4.29	3.81	3.88	3.84	3.87
	College Level		4.18	3.82	3.83	3.68	3.9
	Professionally Qualified		4.23	3.79	3.93	3.85	4.02
Occupational status	Agriculture		4.48	3.9	3.62	3.9	4.1
	Business		4.17	3.79	3.84	3.73	3.87
	Employed		4.36	3.88	3.98	3.89	4.04
	Professionals		4.13	3.76	3.89	3.63	4
Income	< 5,000		4.13	3.74	3.93	3.61	3.78
	5,000-10,000		4.26	3.91	3.88	3.9	3.93
	10,000-15,000		4.22	3.74	3.77	3.74	3.97
	15,000-20,000		4.24	3.79	3.92	3.67	3.85
	>=20,000		4.12	3.83	3.91	3.71	4.02
Family size	1		4	3.79	3.79	3.71	3.79
	2		4.37	3.76	3.79	3.73	3.87
	3		4.22	3.82	3.83	3.78	3.96

	>=4	4.17	3.81	3.91	3.74	3.92
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It is found from the Table 6.1.5 that the respondents irrespective of their personal classification have given high level of opinion (more than 4) towards knowledge about the product followed by customer approach (3.8 to 4.0) and politeness and respect as the important abilities of the sales person in selling their goods.

It is concluded that the respondents irrespective of their personal classification have given knowledge about the product as top most ability of the sales person in selling their items.

6. 6 Qualities of the sales person

Hypothesis: There is no significant difference between the different category of the respondents on the priority of the qualities of the salesperson.

Kruskall Wallis Test

The Kruskal wallis test is a non parametric test similar to one way anova used to test the equality of the priority among the various category of respondents. In this study the kruskall wallis test is employed to test the equality of priority of different category of respondents considered in this study. The results are presented with suitable hypothesis and relevant interpretation.

The Table 6.1.6 describes the Personal factors , the result of Kruskall Wallis test in terms of Chi Square value, and their significance relating to qualities of the sales person.

Table 6. 6: Results of Kruskall Wallis Test – Personal factors and the qualities of sales person

Personal Factor	Qualities of the sales person				
	Understand ing customer	Attending customers actively	Responding to customer	Keeping customers well informed	Others
Age	0.851	1.364	1.689	0.636	10.765*
Gender	2.352	1.301	0.866	0.813	1.023
Educational Qualification	1.27	1.225	0.655	0.884	0.086
Occupational Status	2.448	0.886	2.795	1.077	2.329
Monthly Income	9.02	1.4	3.832	4.544	13.012*
Family size	4.796	4.397	13.512*	3.413	1.67

Note: *- Significant (p value ≤ 0.05)

It is found from the Table 6.1.6 that the hypothesis is rejected (Significant) in three cases and in other cased the hypothesis is accepted (Not Significant).

It is concluded that there exists significant difference between the personal characteristics of respondents in respect of age and monthly income towards other qualities and also there exists significant difference in the priority of the respondents in respect of family size towards responding the customers.

6. 7 Level of agreeability towards various statements relating to salesmen performance

The Table 6.1.7 describes distribution of agreeability of the respondents about the performance of sales person. It is found from the Table 6.1.7 that 278 (30.2 %) of the respondents agreed that the behaviour of the sales person is good, 270 (30.2 %) of the respondents agreed that sales persons perform their job correctly and promptly, 259(51.8%) of the respondents agree the salespersons promptly informs of any new changed arrivals to them. 247 (30.2 %) of the respondents agreed that sales persons was helpful in identifying alternatives that

will suit the customers and 245 (30.2 %) of the respondents stated that sales persons act to the expectations of the customer.

Table 6. 7: Level of agreeability towards various statements relating to salesmen performance

Statements	Level of agreeability				
	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
The salespersons perform the job correctly and promptly	125 (25)	270 (54)	97 (19.4)	5 (1)	3 (0.6)
The salespersons are highly knowledgeable to answer the doubts of customers	87 (17.4)	235 (47)	158 (31.6)	38 (7.6)	2 (0.4)
The information given by salespersons is reliable	87 (17.4)	208 (41.6)	189 (37.8)	54 (10.8)	2 (0.4)
The reaction of salespersons towards exchange / replacement is satisfactory.	81 (16.2)	211 (42.2)	174 (34.8)	49 (9.8)	5 (1)
The interrelationship between the salespersons is good	89 (17.9)	241 (48.2)	187 (37.4)	21 (4.2)	2 (0.4)
The salespersons quickly respond to customer complaints and take sincere efforts to solve it.	95 (19)	218 (43.6)	152 (30.4)	35 (7)	2 (0.4)
The behavior of salespersons is good	80 (16)	278 (55.6)	133 (26.6)	9 (1.8)	2 (0.4)
The salespersons promptly informs of any new changes / arrivals to the customer.	75 (15)	259 (51.8)	125 (25)	38 (7.6)	5 (1)
The salespersons suggests the customers in an appropriate manner	83 (16.6)	258 (51.6)	143 (28.6)	37 (7.4)	1 (0.2)
Salespersons act to the expectations of the customers	59 (11.8)	245 (49)	158 (31.6)	37 (7.4)	1 (0.2)
The salespersons answer customer question thoroughly	85 (17)	180 (36)	172 (34.4)	55 (11)	8 (1.6)
The salespersons was helpful in identifying alternatives that will suit the customers	80 (16)	247 (49.4)	138 (27.6)	51 (10.2)	8 (1.6)
Salesperson feel comfortable in dealing with the customer	58 (11.6)	233 (46.6)	183 (36.6)	42 (8.4)	4 (0.8)
Salesperson show personal attention to the customer	74 (14.8)	215 (43)	159 (31.8)	48 (9.6)	8 (1.6)
Salesperson do not differentiate between rich and poor customer	105 (21)	151 (30.2)	138 (27.6)	79 (15.8)	29 (5.8)

(Note: The values given in the bracket are percentage)

It is found from the Table 6.1.7 that 278 (30.2 %) of the respondents agreed that the behavior of the sales person is good, 270 (30.2 %) of the respondents agreed that sales persons perform their job correctly and promptly, 259(51.8%) of the respondents agree the salespersons promptly informs of any new changed arrivals to them. 247 (30.2 %) of the respondents agreed that sales persons was helpful in identifying alternatives that will suit the customers and 245 (30.2 %) of the respondents stated that sales persons act to the expectations of the customer. It is concluded that the majority 278 (30.2 %) of the customers agree the behavior of the sales person is good.

6. 8 Personal factors and satisfaction to the various aspects of sales person

The Table 6.1.8 describes the personal factors, level of agreeability about the various aspects of sales person and their Average score.

A1 The salespersons perform the job correctly and promptly

A2 The salespersons are highly knowledgeable to answer the doubts of customers

- A3 The information given by salespersons is reliable
- A4 The reaction of salespersons towards exchange / replacement is satisfactory.
- A5 The interrelationship between the salespersons is good
- A6 The salespersons quickly respond to customer complaints and take sincere efforts to solve it.
- A7 The behavior of salespersons is good
- A8 The salespersons promptly informs of any new changes / arrivals to the customer.
- A9 The salespersons suggests the customers in an appropriate manner
- A10 Salespersons act to the expectations of the customers
- A11 The salespersons answer customer question thoroughly
- A12 The salespersons was helpful in identifying alternatives that will suit the customers
- A13 Salesperson feel comfortable in dealing with the customer
- A14 Salesperson show personal attention to the customer
- A15 Salesperson do not differentiate between rich and poor customer

Table 6. 8: Average score: Personal factors and level of agreeability on the statements related to sales persons

Personal Factors		Sources														
		A1	A 2	A 3	A 4	A 5	A 6	A 7	A 8	A 9	A10	A 11	A 12	A 13	A 14	A 15
Age (Years)	< 25	4.05	3.69	3.37	3.64	3.75	3.75	3.97	3.89	3.81	3.64	3.8	3.67	3.67	3.69	3.47
	25-45	4	3.62	3.58	3.52	3.65	3.64	3.8	3.64	3.6	3.58	3.45	3.59	3.59	3.57	3.4
	45 – 65	4.07	3.67	3.65	3.57	3.81	3.91	3.9	3.82	3.81	3.8	3.66	3.61	3.59	3.66	3.54
	>=60	3.75	4	3.5	3.42	3.75	3.83	3.75	3.83	3.75	3.58	3.75	3.75	3.42	3.58	3.58
Gender	Male	4	3.65	3.48	3.49	3.63	3.74	3.87	3.67	3.64	3.6	3.52	3.58	3.52	3.6	3.45
	Female	4.04	3.65	3.69	3.63	3.81	3.72	3.82	3.8	3.74	3.71	3.61	3.64	3.71	3.62	3.44
Education	No formal education	4.3	3.7	4.2	4	4	3.9	3.7	4.2	3.6	3.9	3.7	4.2	3.4	3.7	3.8
	School Level	4.15	3.9	3.65	3.56	3.85	3.91	3.88	3.64	3.67	3.8	3.76	3.64	3.67	3.56	3.63
	College Level	4.01	3.61	3.49	3.52	3.65	3.69	3.83	3.7	3.68	3.62	3.52	3.54	3.51	3.56	3.36
	Professionally Qualified	3.93	3.59	3.65	3.57	3.73	3.7	3.87	3.8	3.7	3.58	3.49	3.7	3.75	3.75	3.49
Occupational status	Agriculture	4.14	3.67	3.67	3.81	3.76	4	4	3.81	3.67	3.86	3.57	3.43	3.48	3.76	3.24
	Business	4	3.6	3.51	3.47	3.69	3.66	3.8	3.64	3.61	3.61	3.48	3.62	3.54	3.54	3.36
	Employed	4.01	3.72	3.69	3.66	3.76	3.89	3.93	3.9	3.83	3.7	3.7	3.56	3.8	3.8	3.61
	Professionals	4.11	3.85	3.69	3.76	3.74	3.81	3.93	3.96	3.91	3.74	3.81	3.67	3.67	3.69	3.78
Income	< 5,000	4.24	3.74	3.63	3.76	3.85	3.83	3.91	3.83	3.63	3.87	3.67	3.67	3.48	3.67	3.61
	5,000-10,000	4.05	3.54	3.59	3.57	3.82	3.68	3.73	3.54	3.6	3.65	3.67	3.65	3.6	3.62	3.46
	10,000-15,000	4.08	3.84	3.58	3.54	3.68	3.83	3.87	3.71	3.69	3.63	3.55	3.56	3.59	3.61	3.44
	15,000-20,000	3.89	3.54	3.64	3.54	3.6	3.74	3.95	3.86	3.81	3.62	3.48	3.62	3.65	3.57	3.41
	>=20,000	3.86	3.53	3.33	3.39	3.61	3.53	3.8	3.85	3.7	3.56	3.41	3.58	3.61	3.61	3.39
Family size	1	3.5	3.29	3.14	2.93	3.29	3.21	3.21	3.07	3.36	3.29	3.36	3.5	3.29	3.21	2.71
	2	4.06	3.81	3.64	3.36	3.58	3.76	3.91	3.73	3.69	3.61	3.64	3.45	3.6	3.7	3.4
	3	3.97	3.64	3.49	3.51	3.62	3.76	3.8	3.67	3.7	3.58	3.47	3.39	3.58	3.57	3.4

>=4	4.07	3.64	3.62	3.66	3.82	3.74	3.9	3.79	3.69	3.72	3.6	3.8	3.62	3.63	3.53
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It is found from the Table 6.1.8 that the respondents irrespective of their person classification have given high level of opinion (more than 4 towards statement A1) followed by statement A2 3.7 to 3.9 and statement A3 are the important.

It is concluded that the respondents irrespective of their personal classification have given (statement A1) as top most statement.

7. FINDINGS AND SUGGESTIONS:

The age, occupational status and monthly income of the respondents have significant influence on reaction of the sales persons during huge crowd in the shop.

- The respondents irrespective of their personal categories in which they belong have given top priority to listening as their high priority aspect in their preference on the attitude of the sales person.
- The respondents irrespective of their personal categories in which they belong have given top priority to alert as their high priority aspect in their expectation about sales persons during the job hours.
- The respondents irrespective of their personal classification have given quick response as top most satisfying factor of sales person.
- The respondents irrespective of their personal classification have given normal time as top most sales period for making their purchase.
- The respondents irrespective of their personal classification have given statement “The salespersons perform the job correctly and promptly” (A1) as top most statement.
- Significant difference exists between the personal characteristics of respondents in respect of gender and family size towards concern and care and also there exists significant difference in the priority of the respondents in respect of gender and occupational status towards speaks benefits.
- Significant difference exists between the personal characteristics of respondents in respect of age and gender towards alert and also there exists significant difference in the priority of the respondents in respect of age and family size towards cheerfulness.

8. CONCLUSION:

A professional appearance of the sales person will gain the confidence and it could be identical for the customers hence the dress code can be insisted on the sales person in all show rooms. Good salary packages will always encourage the sales person’s performance.

Incentives based on sales will boost the sales persons which results in increased sales. Attractive salary packages will give job satisfaction for the sales person. A periodical increment makes the sales person to retain the job. Sales person should avoid referring the customers to the higher officials at the time of raising objections and at the same time sales person should not neglect the customers at the time of getting objection rather they should patiently treat the customers’ objections. So proper guidance and confidence should be imparted to the sales person.

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