



**“PERCEPTION OF CUSTOMERS ON THE MOST  
IMPORTANT CRITERIA TO BE EFFECTIVE SALESPERSON  
IN TPM TECHNOPARK SDN BHD”**

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DECLARATION OF ORIGINAL WORK



**BACHELOR OF BUSINESS ADMINISTRATION  
(HONS) MARKETING  
FACULTY OF BUSINESS MANAGEMENT  
UNIVERSITI TEKNOLOGI MARA  
KAMPUS BANDARAYA MELAKA**

**“DECLARATION OF ORIGINAL WORK”**

I, MOHAMAD ZAINI BIN IBRAHIM, (I/C Number: 880223 – 23 – 5527)

Hereby, declare that,

- This work has not previously been accepted in substance for any degree, locally or overseas and is not being concurrently submitted for this degree or any other degrees
- This project paper is the result of my independent work and investigation, except where otherwise stated
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

## LETTER OF SUBMISSION

Date of submission : 3<sup>rd</sup> April 2011

The Head of Program  
Bachelor of Business Administration (Hons) Marketing  
Faculty of Business Management  
Universiti Teknologi MARA  
40450 Shah Alam  
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Dear Sir,

### **SUBMISSION OF PROJECT PAPER**

Attached is the project titled “A STUDY ON THE AWARENESS OF THE MOST IMPORTANT CRITERIA TO BE A GOOD SALESPERSON” to fulfil the requirement as needed by the Faculty of Business Management, University Teknologi MARA

Thank You

Yours Sincerely

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## **ABSTRACT**

Salesperson one of important person who influencing, informing, or persuading a potential buyer's purchasing decision. Therefore the salesperson's characteristic is very important to give best impression towards customers. So the correct criteria or characteristic should be determined in order to be effective salesperson and indirectly to increase sale performance. Besides that, these correct criteria can have a wide range of objectives, including: sales increases, new product acceptance, creation of brand equity, positioning, competitive retaliations, or creation of a corporate image.

The research title "Perception of Customers on The Most Important Criteria To Be Effective Salesperson in TPM Technopark Sdn Bhd" had been conducted to obtain the results at TPM Technopark Sdn Bhd. This research has been answered by 80 respondents through questionnaire. Instead of it, the Statistical Package for the Social Science (SPSS) version 18.0 has been used to summarize the data. Based on this research, the result indicates knowledge is the elements that contribute most in be good salesperson. Besides that, results shows there are significant relationship between all the independent variables with dependent variable. As a conclusion, the results of the findings that include the analysis of the demographic profile, and elements that contribute in be good salesperson. For the recommendation of this study made based on several logical factors and impact of current situation to salesperson practiced.

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