



**A STUDY ON THE FACTORS THAT INFLUENCE THE SALES COMPETENCIES OF
EMPLOYEES IN INTERNATIONAL SALES DIVISION AT GITN SDN. BERHAD**

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“DECLARATION OF ORIGINAL WORK”

I, Amirrul Zunnurain bin Azimi (IC Number 920815-14-6353)

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Hereby, declare that,

- This work has not previously been accepted in substance any degree, locality or overseas, and not being concurrently submitted for this degree or any other degrees.
- The project paper is the result of our 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.

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LETTER OF SUBMISSION

Date: 03 July 2015

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Madam,

SUBMISSION OF PROJECT PAPER (IBM 663)

Enclosed here is the research entitled "A STUDY ON THE FACTORS THAT INFLUENCE THE SALES COMPETENCIES OF EMPLOYEES IN INTERNATIONAL SALES DIVISION AT GITN SDN. BERHAD" to fulfill the requirement as needed by the faculty of Business Management, Universiti Teknologi MARA. I hope this report will fulfil the requirement and also achieve the objectives of this study.

Thank you

Yours faithfully,

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ABSTRACT

Sales force or team from all types of industry nowadays are lacking on the ability to become more persuasive and the ability to generate maximum profit from the product or services that their company offers. Competencies played a major role in finding and creating the abilities and capabilities that every sales person or any types of employee to help them to grow, become efficient and survive in the working world. Hence, this study focuses on the factors that influence the sales competencies with the international sales division at GITN Sdn. Berhad such as adaptability and innovation, customer services, optimistic and communication skills.

A survey was carried out at Level 31, Menara TM, Jalan Pantai Baru at Bangsar. 120 respondents were managed to be identify out as the sample size from the 300 population. Multiple regression analysis was used to test the model and hypotheses. The survey result indicates that adaptability and innovation, customer services and optimistic are supported. In the other hand, communication skills are not supported.

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