



THE RELATIONSHIP OF SALESMANSHIP PERSONALITY
TOWARDS SALES PERFORMANCE

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ABSTRACT

The purpose of this study is to know whether there is a relationship between salesmanship personalities towards the sales performance. The personality comes from the Big Five Model which is the Openness, Conscientiousness Extraversion Agreeableness and Neuroticism". This study has been further discussed by some previous researcher to investigate the relationship between salesmanship personalities that affect or impact towards sales performance.

Apart from that, this research is generally conducted within Bina Puri Construction Sdn Bhd sales agencies and through the company sales performance in Kota Kinabalu Sabah that the researcher chooses in order to attain more information and insight about this research study.

To achieve the objective of this study the researcher will provide a questionnaire mainly on personality and separate the questionnaire based on sales agency. Each of the sales agency will provide their sales performance which will be used to measure the relativeness of their salesmanship personality and the sales performance.

The outcome for this study could give enhancing information for the company where they may understand and to know which sales agency are the most to be preferred based on their salesmanship personality which offer a good sales performance and can generate more profit to the company.

Two types of data collection is used in the research which are primary and secondary data. Primary data is based on information collection form distribution of questionnaire and the secondary data is based on the material availability from the company itself, the internet or other sources of material that are related to this study.



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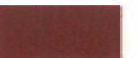
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CHAPTER 1

INTRODUCTION

1.1 OVERVIEW

In contrast to the advances of modern industry that available nowadays such as automation, chemistry, physics, and electronics, selling as an art and science has made little or no progress since the early days of the Industrial Revolution. Today, as then, “representatives” attempt by various occult devices to persuade others to buy and use their wares.

Puranik (2001) described salesmanship is one of the promotional tools which related to personal selling that includes the activities of negotiating, emphasizing inducing and making the prospect buyer to take a decision in favor of going for the product being offered to them. In other words salesmanship is an attempt to influence people and to trigger interest to buy goods or services. The selection of salesmanship is crucial in order to have a good flow in sales management because different salesman has their own different type of personality said Witkin and Arthur(1956).

While personality described as the visible aspect of one’s character as it impresses others, in other similar words an essential character of a person said Eysenck (1960). Tupes and Christal (1961) initiated that the personality is refer into their own model which is “The Big Five Model” which included the Conscientiousness, Agreeableness, Extraversion, Neuroticism and Openness to experiences. All of this will be the explained more in this research where brings to the meaning regarding all the mentioned personality traits.

Lastly, Sales performance is used to measure the ability of a sales person to fulfill the company goal as outlined by the company or business. A sales performance can improves an individual in his or her career or the end road of a career of a salesperson said Boles et al (2000). This is designed to measure the work of a sales person in the work place and can be used as a tool for a manager to reward or reprimand an employee to achieve better result in their performance in the future Chonko et al (1993). It can be a guide in training purposes to find out