

AN UNDERSTANDING OF SALESPERSON BEHAVIOR AND CHARACTERISTICS: A REVIEW OF LITERATURE

AMIT SETHI*; AJAY CHANDEL**

*ASSISTANT PROFESSOR
PCTE GROUP OF INSTITUTION
BADDOWAL, PUNJAB.

**ASSISTANT PROFESSOR
LOVELY PROFESSIONAL UNIVERSITY
JALANDHAR-DELHI G.T ROAD, (N.H)-1, PHAGWARA, PUNJAB.

ABSTRACT:

Salesperson is acting as important intermediary between company and customer. Salesperson is acting as a face of company to customer and helps in increasing the revenues of company at large. When any company is hiring salespersons, company is hiring the future for the company, so understanding the important behavior and characteristics of Salesperson is very essential for the company and also Salesperson needs to equip those important behavior and characteristics to be become good salesperson. The study seeks to understand the Salesperson behavior and characteristics. An in-depth review of literature focusing on identifying various Salesperson behavior and characteristics was conducted. The behavior and characteristics so identified were analyzed by qualitative research tools text analyzer and wordle. Trust, expertise were found to be most important Salesperson behavior while intelligence and empathy were found to be most important Salesperson characteristics based on review of literature. Salesperson needs to be trustworthy and needs to expert in understanding buyer as well as product. Salesperson have to be intelligent in Market, competitive & industry and be empathic.

KEYWORDS: Salesperson, Salesperson behavior, Salesperson Characteristics.

References:

1. Andaleeb, S.S., Anwar, S.F. (1996), Factors Influencing Customer Trust in Salespersons in a Developing Country. *Journal of International Marketing*, 4(4),35-52
2. Anderson, Rolph E., Joseph F. Hair, Jr., and Alan J. Bush(1992), *Professional Sales Management*. New York:McGraw-Hill.
3. Agarwal, P., Castleberry,B., Shepherd, C. 2005, Salesperson Empathy and Listening, Impact on Relationship Outcomes. *Journal of Marketing Theory and Practice*, 13(3),16-31
4. Belonax, J. J. Jr., Newells., J.,Plank R., E., 2006. Evaluating Product Support Services in Business-to-Business Relationships: The Role of Corporate and Sales Person Source Credibility. *Proceedings of the 2006 Atlantic Marketing Association, ed., Jerry Wilson, Charleston, South Carolina*, 471-475

5. Castleberry, S., B., and Shepherd, D.,C., 1993. "Effective Interpersonal Listening and Personal Selling." *Journal of Personal Selling & Sales Management* 13 (Winter), 35-49.
6. Crosby, L. A., EvansK.,R., and Cowles,D., 1990. Relationship Quality in Services Selling, An Interpersonal Influence Perspective. *Journal of Marketing*, 54, 68-81.
7. Doney, P. M. and J. P. Cannon 1997. An Examination of the Nature of Trust in Buyer Seller Relationships. *Journal of Marketing*, 61, 35-51
8. Dwyer, R. F., P. H. Schurr and S. Oh 1987. Developing Buyer-Seller Relationships. *Journal of Marketing* 51, (2), 11-27.
9. Gao, T., M.J. Sirgy, and M. M. Bird 2005. Reducing Buyer Decision-Making Uncertainty in Organizational Purchasing, Can Supplier Trust, Commitment, and Dependence Help? *Journal of Business Research*, 58, 397-405.
10. Ghiselli, E., E. (1973), "The Validity of Aptitude Tests in Personnel Selection," *Personnel Psychology*, 26 (Winter), 461-77.
11. Greenberg, Herbert, Mayer D., (1964) A New Approach to the Scientific Selection of Successful Salesmen. *Journal of Psychology*, 57, 113-23.
12. Greenberg H., Weinstein H., and Sweeney, P., *How to Hire & Develop Your Next Top Performer: the five qualities that make salespeople great*. New York: McGraw-Hill, 2001, pp. 9.
13. Kotler, P., Agnihotri P., Haque E, Armstrong (2010), *Principles Of Marketing: A South Asian Perspective (English)* 13th Edition: Paperback
14. Kirchner, Wayne K., CarolynS .McElwain, and MarvinD .Dunnette(1960), A Note on the Relationship Between Age and Sales Effectiveness. *Journal of Applied Psychology*, 44, 92-3.
15. Liu, A. H. and M. P. Leach 2001. Developing Loyal Customers with a Value-Adding Sales Force, Examining Customer Satisfaction and the Perceived Credibility of Consultative Salespeople. *Journal of Personal Selling and Sales Management*, 21 (2), 147-156.
16. Marks, R. B., 1997, *Personal Selling: A Relationship Approach*, 6th edition, Upper Saddle River, New Jersey, Prentice-Hall.
17. Manning, G., Reece, B., Ahearane M (2011) *Selling Today* 12th Edition: Paperback
18. Marshall, G. W., W. C. Moncrief and F. G. Lassk 1999. The Current State of Sales Force Activities. *Journal of Personal Selling and Sales Management* 23 (August), 261-271.
19. Miner, John B. (1962), Personality and Ability Factors in Sales Performance. *Journal of Applied Psychology*. 46 (February), 6-13.
20. Morgan, R.M. and S.D. Hunt 1994. The Commitment-Trust Theory of Relationship Marketing. *Journal of Marketing*, 58(3), 20-38.
21. Newell, S., Belonax J., McCardle, M., Plank, R. 2014, The Effect of Personal Relationship and Consultative Task Behaviors on Buyer Perceptions of Salesperson Trust, Expertise, and Loyalty. *Journal of Marketing Theory and Practice*. 19(3),307-316
22. Pelham, A. M. 2002. An Exploratory Model and Initial Test of the Influence of Firm-Level Consulting- Oriented Sales Force Programs on Sales Force Performance. *Journal of Personal Selling and Sales Management*, 22 (2), 97-109.
23. Sheperd, C.D. 1999 Service Quality and the Sales Force, A Tool for Competitive Advantage. *Journal of Personal Selling and Sales Management*, 19 (3), 73-82.
24. Sohi, R. S. Rosemary R., (2010), Listening to your customer, The impact of perceived salesperson listening behavior. *Journal of the Academy of Marketing Science*, 25(2), 127
25. Swan, J. E., Richard L., O. 1991. "An Applied Analysis of Buyer Equity Perceptions and Satisfaction With Automobile Salespeople." *Journal of Personal Selling & Sales Management*

11 (2), 15-26.

26. Rentz, J. O., D. C. Shepherd, A. Tashchian, P. A. Dabholkar and R. T. Ladd 2002. A Measure of Selling Skill, Scale Development and Validation. *Journal of Personal Selling and Sales Management*, 22 (1), 13-22.

27. Walker, O. C., G. A. Churchill, Jr. and N. M. Ford 1977. Motivation and Performance in Industrial Selling, Present Knowledge and Needed Research. *Journal of Marketing Research* 14 (May), 156-168.

28. Weaver, Charles N. (1969), An Empirical Study to Aid in the Selection of Retail Salesclerks, *Journal of Retailing*, 45, 22-6.

29. Weitz, Barton, Stephan Castleberry, and Tanner J., 1998. *Personal Selling: Building Relationships*. 3rd ed. Burr Ridge, IL: McGraw-Hill

Web links

1. <https://www.americanexpress.com/us/small-business/openforum/articles/the-20-traits-of-great-salespeople/> (Accessed on 20th Feb, 2015)
2. <http://www.entrepreneur.com/article/237942> (Accessed on 20th Feb, 2015)
3. <https://hbr.org/2011/06/the-seven-personality-traits-o> (Accessed on 30th Mar, 2015)
4. <http://www.businessknowhow.com/marketing/successful-salesperson.htm> (Accessed on 30th Mar, 2015)
5. <http://www.cpsa.com/knowledgecentre/srcarticleread.aspx?articleID=414> (Accessed on 22nd April, 2015)