

Impact of Behavioral Competencies on Sales Person's Performance, Effectiveness, Satisfaction and Success

ABSTRACT

This study examines the impact of certain behavioral competencies, mainly listening, adaptive selling, optimism, negotiation, interpersonal relationship, marketing ethics and impression management on sales performance, effectiveness, job satisfaction and success of the people who are engaged in personal selling. Further the study also examines the role of supervisory control and emotional intelligence as the mediator. Data were collected from 327 employees belonging to different industries who are mainly engaged in personal selling from southern, eastern and northern part of India. The results showed that all the dimensions of optimism and negotiation positively predicted outcome variables, while some of the dimensions of the adaptive selling, impression management, marketing ethics, and interpersonal relationship positively predicted the outcome variables, and some of the dimensions negatively predicted the outcome variables. Listening negatively predicted the outcome variables. The results also showed that supervisory control and emotional intelligence emerged as significant mediators between independent and dependent measures. It was also found that the perception of the respondents significantly differed across demographic variables like experience, hierarchy, age, gender, education, region and communication style with regard to performance, effectiveness, satisfaction and success. The study also establishes certain other factors responsible for the successful performance of the sales people through a qualitative study. The management of the sales organization can develop plans for increasing these competencies for better and effective performance of the sales people which in turn increases the organization's profitability. Moreover the results also suggested that managers/ supervisors should be given full authority to control their sales force effectively.

KEYWORDS: Sales Performance, Job Satisfaction, Success, Supervisory Control, Emotional Intelligence.