

The relationship between selling attitude, selling behavior and performance, using automobile salesperson as an example

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ABSTRACT

The main purpose of this thesis is to explore the relationships among "selling attitude", "selling behavior", and "sales performance". Besides I also try to find the influence of moderating variables like "working hard" and "product knowledge". Beginning from the review of literature, I work out the relevant variables and convert them into the form of questionnaire in order to collect primary data from both sales persons and managers, and then I analyze the relationships among those variables. The main findings of this research are that some of the variables, including both selling attitude and selling behavior, are weakly positive-related to the sales performance. Those variables are: care about others, treat customers as partners, customer information collection and response, cooperate with customers, and so on. But some variables are related to the sales performance in the opposite direction compared to the proposed ones in the literature. Further research should try to find the reasons. Selling attitude is found to be positively related to the selling behavior. Moderating variables are also found to intervene the relationships among selling attitude, selling behavior, and sales performance, but the result is confused and hard to explain. Reasons remain to be found in the future researches. Suggestions to the practice and further researches are proposed.

Keywords : Selling attitude ; Selling behavior ; Salesperson

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