

The Effect of Personal Characteristics and Appearance Attraction of Salesperson on Business Performance-The Cases of ...

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ABSTRACT

In Taiwan's medical industry that funds tighten constantly, the profit-making space of the medical organization is compressed constantly, certainly relevant cost can influence the medical industry that traffics product too. The marketing tactics of trafficking medical products are different from the general goods again, so, the responsibility that the business expands leaves the company and main buyer (the hospital, clinic, drugstore) On the forefront marketing business personnel contacting it. Business personnel maintain the overall image of the company to the outside, and business achievement of sale reach re-set target, influence camp of company it accepts to be sound with a financial one directly even more. This research aims at discussing which kind of personality specialities business personnel are relatively suitable for the medical industry on earth, it is the long in the and business personnel one appearance like, professional lines for their influence growing up achievement not one's owns, this research adopts the investigation method of the questionnaire, regard business personnel and doctor of the medical industry that traffics products as the target, send out 300 questionnaires altogether, retrieve 231, reject 46 invalid questionnaires, the effective questionnaire counts 185 shares. Result of study this find personality of business personnel speciality can influence their business performance and is it kiss to have among them really and personality of type speciality with strongest influence power., this research propose the suggestion in the future to management and practice separately, for your guidance.

Keywords : Personality, speciality, appearance appeal feat

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