

ST. MARY'S UNIVERSITY

FACULTY OF BUSINESS

DEPARTMENT OF MARKETING MANAGEMENT

**AN ASSESSMENT OF SALESMANSHIP PRACTICE IN THE
CASE OF WESERBE REAL ESTATE**

BY

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JUNE 2014

SMUC

ADDIS ABABA

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**A SENIOR RESEARCH SUBMITTED TO THE DEPARTMENT OF
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CHAPTER ONE

INTRODUCTION

1.1. Background of the Study

Salesmanship is the art of persuading persons to buy goods or services which will give them lasting satisfaction. The salesman ascertains the prospects needs and indicates convincingly how the needs can honestly be satisfied through the purchase of goods and services. Salesmanship in modern days aims at creating satisfied customers, rather than just profit – generating sales. Once there is a satisfied customer, it is the beginning of a long lasting relationship, which can create many more sales in future. (davar, 2005).

The sales process or selling process refers to a sequential or series of action undertaken by the salesman to convert a prospect into a customer. In other words, selling process is a series of logical steps taken by a salesman in order to induce prospects to take the desired actions leading to purchase and post-purchase satisfaction. It is well know that the selling process occurs in stages. The most commonly accepted stages of the sales process are prospecting, pre-approach, approach, presentations and demonstration, meeting of objection and, closing the sale. (Sahu, 2003).

Weserbe Real estate was founded in 2009 and it has 3 share holders and 5 board directors. Weserbe real estate is a privately owned company which has its base in Addis Ababa Ethiopia. It is devoted into general agro industry, import and export, construction materials production and sales. It was established with a wonderful mission and vision to solve the social problems regarding home in Addis and its surrounding cities.

In doing so Weserbe real estate is targeted efficiently to provide an excellent customer service that includes using quality materials, professional construction method and

affordable price with high standard class. Weserbe real estate consists of one Head office in Gulele sub city. Its site address is in Sululta.

1.2. Statement of the Problem

Salesmanship is the ability to persuade people to buy goods or services at a profit to the seller and benefit to the buyers. It is a skill of creating an attitude in the mind of buyer, even if he had not thought of it favorably. It is an oral presentation in a conversation with one or more perspective customers for the purpose of marketing sales. Sales department is the nerve center for the sales organization as the sales is the life blood of business. The personnel department of the sales organization is headed by a personnel manager who recruits selects and trains salesman, allocates duties motivates them and equips them with latest technique and knowledge. All this helps to have an efficient sales force and successful sales people. (Sahu and Raut, 2003,).

Salesmanship stands for commercial honesty. Ideal salesmanship necessarily depends on the principle that Honesty is the best policy. Modern salesmanship operates on the principle of commercial honesty. Today salesman seldom resorts to duping or cheating customers in the selling process because it can never create permanent customers. Sales person has to be true, sincere and honest in his dealing statements and actions in order to win permanent good will for the organization. (Sahu, 2003).

Weserbe Real Estate has an aim to provide an excellent customer service using professional sales force. However the student researcher has observed the salesmanship practice of Weserbe Real Estate and come up with the following observations.

Weserbe real estate's sales people, while presenting a sales talk, they don't pay close attention to the need of the prospects, which can be resulted in loss of sales and they don't also give appropriate feedback to the prospect. The sales people have problem of

listening the customers attentively and they lack confidence in handling objection, they don't know how to welcome valid objection and have no tactful intelligence.

1.3. Basic Research Questions

In order to come up with a possible solution to the stated problem, the student researcher tried to answer for the following basic research questions.

- What major selling techniques are being used by the company?
- What are the factors that affect the sales practice of the company?
- What mechanism is used by the company to evaluate its salesmanship practice?

1.4. Objective of the Study

This section of the study deals with the general and specific objectives that the researcher is indicated to realize at the end of the study as follows:

1.4.1. General Objective

The general objective of the study deals with the salesmanship practice of Wesrebe Real Estate.

1.4.2. Specific Objectives

In order to address the stated general objective in detail, the following specific objectives are drawn:

- To identify the major selling techniques which are being used by the company?
- To identify the factors that affects the sales process of the company.
- To analyze how valid the mechanisms used by the company to evaluate its salesmanship practice.

1.5. Significance of the Study

This study is conducted in order to fulfill partial requirement of marketing management degree program for the student researcher. In addition, the student researcher believes the final findings of this research and its corresponding recommendations contributed a lot to the company. Next to that the research was beneficial for the student researcher to enhance knowledge on how to undertake a research and about the subject matter to be studied. Finally this research was used as a second hand evidence for other researchers who insist to carry out further investigation on the same issue or other related topics.

1.6. Delimitation/ Scope of the Study

The scope of salesmanship is vast and varied even though salesmanship today covers a wide range of activates. This research paper focus on the salesmanship practice of Weserbe Real Estate However, due to the fact that weserbi real-estate has faced decline in its sales volume, this study has only covered the salesperson's prospecting skill and handling objections. Likewise, the study has only one head office, which is in Gulele. Weserbi real estate has been found and operating since 2009, but this research has focused only on the time period starting from Jan 2010- dec2013.

1.7. Research Design and Methodology

This section contains the research design, population and sampling technique, type(s) of data collected methods of data analysis as follows:

1.7.1. Research Design

In order to come up with a possible solution for the problem stated, the student researcher applied descriptive research method which is a type of research that has its major objectives in the description of something usually market characteristics or functions.

1.7.2. Population and Sampling Techniques

Since the actual numbers of customers of the company are known 120 therefore, the student researcher used census. And also the number of sales people of the company are 7 so, the student researcher used census.

1.7.3. Types of Data to Be Collected

The student researcher has used Primary and secondary sources of data collection types to finalize the research.

1.7.4. Method of Data Collection

To accomplish the research understudy, the student researcher has collected primary data through the help of interview with marketing manager of the company; and questionnaire to the whole customers and salespeople of the company. Secondary data was used from books, Weserbe Real Estate's records, e books and brochures.

1.8. Method of Data Analysis

The response of informants was analyzed by using both quantitative and qualitative data analysis techniques. Therefore, the Student researcher used quantitative statistical method specifically percentage and presented it with the help of tables in order to avail the findings of the study. And qualitative data is analyzed interims of narration.

1.9. Limitations of the Study

The student researcher has encountered a great deal of challenge due to lack of enthusiasm from whole respondents to fill and return the disseminated questionnaires on time in order to finish the study at the required time period, and other minor relative situations has confronted the researcher while conducting this research.

1.10. Organization of the Study

The study is organized into four chapters. The first chapter includes the introduction part of research that incorporates background of the study, statement of the problem, basic research questions, and objectives of the study, significance of the study, and delimitation of the study, research design and methodology and organization of the study. The second chapter mainly discusses literature review of the study. The third chapter embraces data presentation, analysis and interpretation of parts. The last chapter focuses on the summary, conclusions and recommendations part respectively.

Chapter Two

Review of Related Literature

2.1 Overview of Salesmanship

2.1.1. Salesmanship: Meaning and Definition

Mishra, 2004 Discussed that it is the ability of the sales force to sell goods. The American Marketing Association has defined sales man ship as “the process of inducing and assisting a prospective buyer to buy a commodity or service or to act favorably upon an idea that has commercial significance to the seller” It has been defined as the ability to persuade people to buy goods or services at a profit to the seller and with benefit to the buyer Pederson and Wright define.

Sales man ship as “the process ware by the seller ascertains and activities the needs or wants of the buyer and satisfies these need or wants to the mutual, continuous advantage of both the buyer and the seller” Salesmanship is a positive effort at persuading people to buy, and benefits both the seller & the buyer.

According to (Rustoms Darak 2005) salesmanship is converting human needs into wants. Its persuasion and non compulsion. A sales man is an artist who points mental pictures with or verbal brush. Judged by any standard. The goal of salesman should be ranked with a professional. Therefore,

- **Salesmanship is the ability to persuade**

Persons involved in the selling process usually possess the necessary skill and ability to convince others. Salesmanship essentially involves the ability to influence or persuade people to buy a product or service. In fact, persuasion is the soul of modern salesmanship. Gone are the days when a sale was forced on the customers. Modern

salesmanship does not rely on pressure tactics or compulsion to clinch a sale. The salesman necessarily creates a valuable impression on the prospective buyer's mind by presenting the benefits associated with the product or service being offered for sale.

- **Salesmanship benefits both the buyer and seller**

Salesmanship is founded on the rock of mutual benefit. Since the salesman is the link between the seller and the buyer, it is always ensured that both the parties involved in the selling process are benefited. He ascertains that his employer (the seller) earns profit out of the sale and the Customer derives the desired benefits out of the purchase. Thus, salesmanship is beneficial to both consumers and producers.

- **Salesmanship stands for commercial honesty**

Ideal salesmanship necessarily depends on the principle that honesty is the policy. Unlike the earlier concept of fraudulent transaction, modern salesmanship operates on the principle of commercial honesty. Today's salesman seldom resorts to duping or cheating customers in the selling process because it can never create permanent customers. A good salesman rather guides the customers in buying goods or services which provides utmost satisfaction and value for the money spent by them.

- **Salesmanship aims at winning the buyer's confidence**

Modern salesmanship usually does not employ dubious methods to influence buyers. On the contrary, it always aims at winning the confidence of the buyers by persuading and educating them about the availability of product and services, their special features and their utility in satisfying their respective needs.

- **Ideal salesmanship aims at serving the producer, distributor and consumer**

The salesman helps the producers in disposing of their goods at a profit. The manufacturer usually produces in large scale in anticipation of demand. In the world of stiff market competition, salesmen facilitate sales at a profit. For the distributor, the

salesman makes the distribution process smooth and easy by crating, maintaining and extending sales. Above all, the salesman guides the consumer in the proper and wise selection of product or service. Thus, modern salesmanship looks after the respective interests of the producer distributor and consumer in the sales process.

- **Salesman act as a link between the seller and the consumer**

Salesman always acts as a link between the seller and the buyer. He ascertains that the seller makes profit as a result of the sale and he customer also derives benefits by purchasing the goods or services offered for sale.

- **Salesmanship is an educative process**

Salesmanship not only sells products or service but also educates people about their needs as well as the way in which they could satisfy those needs. Salesman performs the function of educating the customers about their needs and the satisfaction thereof through the purchase of goods and services.

- **Salesmanship creates satisfied customers**

Salesmanship in modern day aims at crating satisfied customers, rather than just profit generating sales. In any marketing transaction, a sale once made would indicate the end of the process. However, once there is a satisfied customer, it is the beginning of a long lasting relationship which can crate many more sales in future. Therefore, modern salesmanship always aims at creating satisfied customers who will most likely purchase his goods and services as when necessary.

2.1.2 Features of Salesmanship

The fundamental features of salesmanship are high pressure tactics, persuasion, winning the buyer's confidence, service to the buyer, mutual benefits, educative process and creative process; under high pressure sales-motivation. They are provided upon to

purchase even those products which are not really required by them. Buyers are often led to favorable buying decisions by high pressure sales tactics when the buyers' psychology and attitudes are used to create "imaginative" demand for products which are ultimately accepted by the consumers, however, these techniques are persuasive and not pressure -building. The salesman can succeed in his mission only when the sins the confidence of the buyers, Misrepresentation, dishonesty, cheating etc. are avoided by sales persons. The ignorance of the buyer is not exploited; but consumers are educated, informed and reminded of the basic elements of the products to be sold. The salesman has to solve the problems of the buyer. He has to discover the problems of the buyer and provide effective solution by suggesting suitable goods and services.

True salesmanship does not believe in making profits out of the ignorance of people. It believes in mutual benefit. The buyer is made aware of the problems by the seller who also gains by the sale of the products. The seller makes a reasonable profit. The salesman educates the customers or potential customers about their needs and ways of satisfying them. The utility of each product is outlined to the potential customers so that they can purchase an appropriate commodity to satisfy their wants. The salesman is responsible for the creation of demand. He believes in the problem-solving approach. He helps solve the buyer's problem by suggesting suitable products. The previous concept was to ask the buyers to purchase a particular product. The modern concept is to guide, help or persuade. It creates a need or promotes an awareness of the need to stimulate sales. Sahu & Raut, (2003)

2.1.3. Importance and Utility of Salesmanship

In the modern day world, distribution system is a complex as well as difficult process. With the vast expansion of business and commerce and increasing competition, establishment of link between the manufacturer and the consumers has become very essential. Successful and profitable operation of business enterprises depend to a great extent on the creation of such a connection. In the process of maintaining the link

between the manufacturer, seller and the consumers, salesmanship plays a vital and significant role Sahu and Raut, (2003).

Moreover, Davar, (2006) explained that after industrial revolution, production activities started being undertaken on a fairly large scale and mostly in anticipation of demand. Consequently, greater efforts became essential on the part of the sellers to create demand. With the substantial increase in the volume, the business territory also expanded and spread to national and international levels. Distribution also became quite complicated because of stiff competition among producers of similar and identical products. Therefore, the producers and the distributors needed the skill and persuasive ability of efficient sales force in order to sell their products and services in the market. In fact, distribution of products and services in today's competitive as well as ever expanding market is impossible without modern salesmanship and publicity.

2.1.4 Salesmanship & Publicity

According to Davar, (2005) he is not selling anything but is helping the prospect in deciding mentally to buy. A prospect is trying to reach certain objectives or to accomplish certain things. The salesman must therefore present his proposition in a way as will convince the prospect that he will attain his objectives or accomplish his purpose or solve his problem by purchasing what the salesman is offering. The prospect must thus be helped to gain what he wants in order to satisfy his craving or urge.

- **Creative Salesmanship**

In keeping with modern salesmanship, the true salesman creates in the customer's mind the desire to possess and enjoy the service or product he is selling. The salesman is the most important factor in salesmanship as it is he who creates and brings in the orders.

Creative salesmanship may be defined as that of educating the public resulting in their desire to demand new goods or services leading to improvement in civilized society. Salesmanship, is being applied to good ends, can be creative. Conversely, if it is put to use for questionable motives, it may be destructive. The salesman who sells unsuitable or worthless articles will be exposed sooner than later.

Modern salesmanship is creative and the efficient salesman is always looking for new ideas. A single new idea may yield rich dividends. The promoters of the first large-scale football pools and greyhound racing stadium have become millionaires. This promotion was an act of creative salesmanship.

The marketing of customer goods such as the chemical substitutes for soap for want of fats during the war is an instance of creative salesmanship. New markets can be created for an old product by means of creative salesmanship. Creating new markets of course involves the use of every weapon in the armory of salesmanship marketing research, advertising, budgetary control, etc. Davor, (2005)

- **How to Sell Creatively**

According to Davor 2005, above all, creative salesmanship requires adequate technical knowledge of the product in the salesman. The more he knows about the product, the more appeals or benefits for the customer will be salesman be able to think up creatively. This means that the salesman who works harder will make more appeals and sell more creatively. The quality of his salesmanship will determine to a large extent how creatively he can sell. More important perhaps than how much the salesmen knows is how well he has organized such knowledge in his sales talk and presentation. Basically, the salesman has to sell the “need” for his product to the customer. Creative selling is not “high pressure” selling or “tricky” selling. It is the result of creative thinking on the salesman’s part and requires imagination and resourcefulness. It consists of making the customer realize the need through

dramatizing it where required, arousing his curiosity, making him buy more in his own interest and above all making him buy now.

- **Competitive Salesmanship**

Moreover the same author in 2006 said that a distinction should also be made between creative salesmanship and competitive salesmanship. The selling of fountain pens and typewriters in the earlier days, when they were newly introduced in the market, was an example of creative salesmanship. Here the pioneer salesman had to sell the “idea” that the use of fountain pens or typewriters as a better method of conducting business correspondence than the earlier ones. However, these articles are today considered as a matter of course and bought automatically. Yesterday’s novelty has thus become today’s necessity and the salesmanship involved which was once “creative” has become “competitive” in this type of products.

2.1.5. Scope of Salesmanship

According to Futrell (2005), the scope of salesmanship is vast and varied. With the advancement of science and technology, the scope of salesmanship has become unlimited. It is a skill which is essential in every sphere of human activity. Every one of us, in one sense or the other is a salesman. The job of a lawyer pleading his case, a teacher teaching his ideas, an applicant applying for a job, resembles the job, of a salesman. In each of these cases, skill and ability of a salesman is very much necessary in order to be successful. Thus we observe that the skill of salesmanship is not restricted to selling goods and services but is applicable in several other fields.

Moreover, Sahu and Raut in 2003 stated that a modern salesman occupies a pivotal position in the structure of organization. Modern sales managers take decision about recruitment, selection, training and controlling of sales force. Similarly, the activities of production and sales are also considerably regulated by the manager or an organization.

2.2. What is selling?

Futrell, (2005) discussed that everyone sells. From an early age, you develop communications techniques for trying to get your way in life. You are involved in selling when you want someone to do something. For example, if you want to get a date, ask for a pay increase, return merchandise, urge your professor to raise your grade, or apply for a new job, you are selling. You use personal communication skills to persuade someone to act. Your ability to communicate effectively is a key to success in life. This is why so many people take sales courses. They want to improve their communication skills to be more successful in both their personal and business lives. The skills and knowledge gained from a selling course can be used by a student who plan to go into virtually any field, such as law, medicine, journalism, the military, or his or her own business.

Furthermore, Lancaster & Jobber, (1994) Said that selling is not just for salespeople; it is a must for everyone. In today's competitive environment, where good interpersonal skills are so valued, the lack of selling capability can put anyone at disadvantage.

Selling is the process of analyzing a customer's need for the production of service; recommending the product or service that satisfies the need & persuading the buyer that the price is fair, the source of supply is satisfactory, and now is the time to buy. This approach to selling is to build transactions into relationships by establishing the confidence and respect of the customer (Vaccaro ,1987)

2.2.1 Theory of Selling

According to Still, (2007) this theory popularly known as the AIDAS theory, after the initials of the five words used to express it (attention, interest, desire, action, and satisfaction) is the basis for many sales and advertising texts and is the skeleton around which many sales training programs are organized. Some support for this theory is found in the psychological writings of William James, "But there is little doubt that the

construct is based upon experiential knowledge and, in fact, was in existence as early as 1898. During the successful selling interview, according to this theory, the prospect's mind passes through five successive mental states: attention, interest, desire, action, and satisfaction. Implicit in this theory is the notion that the prospect goes through these five stages consciously, so the sales presentation must lead the prospect through them in the right sequence if a sale is to result.

Securing attention:- The goal is to put the prospect in to a receptive state of mind. The first few minutes of the interview are crucial. The salesperson has to have a reason or an excuse for conducting the interview. If the salesperson previously has made an appointment, this phase presents no problem, but experienced sales personnel say that even with an appointment, a salesperson must possess considerable mental alertness, and be a skilled conversationalist to survive the start of the interview. The prospect's guard is natural up, since he or she realizes that the caller is bent on selling something. The salesperson must establish good rapport at once. The salesperson needs an ample supply of "conversation openers".

Gaining interest:- The second goal is to intensify the prospect's attention so that it evolves into strong interest. Many techniques are used to gain interest. Some salespeople develop a contagious enthusiasm for the product or a sample. When the product is bulky or technical, sales portfolios, flipcharts, or other visual aids serve the same purpose.

Kindling desire:- The third goal is to kindle the prospect's desire to ready to-buy point. The salesperson must keep the conversation running along the main line toward the sale. The development of sale obstacles, the prospect's objections, external interruptions, and digressive remarks can sidetrack the presentations during this phase. Obstacles must be faced and ways found to get around them. Objections need answering to the prospect's satisfaction. Time is saved, and the chance of making a sale improves if objections are anticipated and answer before the prospect raises them.

External interruptions cause breaks in the presentation, and when conversation resumes, good salespeople summarize what has been said earlier before continuing.

Inducing action:- If the presentation has been perfect, the prospect is ready to act—that is, to buy. However, buying is not automatic and, as a rule, must be induced. Experienced sales personnel rarely try for a close until they are positive that the prospect is fully convinced of the merits of the proposition. Thus, it is up to the salesperson to sense when the time is right. The trial close, the close on a minor point, and the trick close are used to test the prospect's reactions. Some sales personnel never ask for a definite "yes" or "no" for fear of getting a "no," from which they salesman's part and requires imagination and resourcefulness. It consists of making the customer realize the need through dramatizing it where required, arousing his curiosity, making him buy more in his own interest and above all making him buy now.

2.3 Personal Selling

Selling is one of the oldest professions in the world. The people who do the selling go by many names: salespeople, sales representatives, account executives, sales consultants, sales engineers, agents, district managers, and account development reps to name just a few.

Today, most salespeople are well-educated, well-trained, professionals who work to build and maintain long-term customer relationships. They listen to their customers, assess customer needs, and organize the company's efforts to solve customer problems (Kotler, 2005).

(According to Mishra, 2004) At informing & persuading customers to know and buy sellers & potential customers, it provides immediate feedback which helps sales persons to adopt the sales techniques to the needs of the situation. It has become a powerful promotional tool in informing, persuading & reminding the people b/c it provides an

effective opportunity to sales people to talk back, to answer questions and meet objections. These advantages are not available in other kinds of promotion¹

According to Futrell, (2005), the term salesperson covers a wide range of positions. At one extreme, a salesperson might be largely an order taker, such as the department store salesperson standing behind the counter. At the other extreme are order getters, whose position demands creative selling and relationship building for products and services ranging from appliances, industrial equipment, and airplanes to insurance and information technology service.

2.3.1. The Selling Process

The selling process is the steps that the salesperson follows when selling, which include; prospecting and qualifying, pre-approach, approach, presentation and demonstration, handling objections, closing, and follow-up.

According to Kotler, (2005), the selling process consists of several steps that the salesperson must master. These steps focus on the goal of getting new customers and obtaining orders from them.

Prospecting and qualifying

The first step in a selling process is prospecting – identifying qualified potential customers. Approaching the right potential customers is crucial to selling success. Succeeding in today's competitive environment means that a company must constantly find new customers. A salesperson's basic strategy should be to spend as much time as possible with excellent prospects people who recognize their need and are ready to buy. As Phil Clark, an IBM regional sales manager in Dallas, succinctly told his sales force, "the idea is that through our advertising and promotional efforts we stand on a ladder shouting loudly all over Dallas, 'everyone who is ready to buy a computer please raise their hands.' Then we go sell one to each person who responds."

Prospecting is the method or system by which salespeople learn the names of people who need the product and can afford it. There are two steps in successful prospecting. The first step is identifying leads- generating potential customers. The second step is qualifying leads according to who is most likely to buy.

However, most salespeople spend much of their time maintaining existing accounts and building long-term customer relationships. (Rich, 2003)

Pre-approach

Before calling on a prospect, the salesperson should learn as much as possible about the organization (what it needs, who is involved in the buying) and its buyers (their characteristics and buying styles). This step is known as the pre-approach.

Approach

During the **approach** step, the salesperson should know how to meet and greet the buyer and get the relationship off to a good start. This step involves the salesperson's appearance, opening lines, and the follow-up remarks. The opening lines should be positive to build good will from the beginning of the relationship. This opening might be followed by some key questions to learn more about the customer's needs or by showing a display or sample to attract the buyer's attention and curiosity. As in all stages of the selling process, listening to the customer is crucial.

Presentation and demonstration

During the presentation step of the selling process, the salesperson tells the product "story" to the buyer, presenting customer benefits and showing how the product solves the customer's problems. The problem-solver salesperson fits better with today's marketing concept than does a hard-sell salesperson or the glad-handing extrovert. Buyers today want solutions, not smiles; results, not razzle-dazzle. They want

salespeople who listen to their concerns, understand their needs, and respond with the right products and services.

Handling Objections

Customers almost always have objections during the presentation or when asked to place an order. The problem can be either logical or psychological, and objection is often unspoken. In handling objections, the salesperson should use a positive approach, seek out hidden objections, asks the buyer to clarify any objections, take objections as opportunities to provide more information, and turn the objections into reasons for buying. Every salesperson needs training in the skills of handling objections.

Closing the sale

After handling the prospect's objection, the salesperson now tries to close the sale. Some salespeople do not get around to closing or do not handle it well. They may lack confidence, guilty about asking for order or fail to recognize the right moment to close the sale. Salespeople should know how to recognize closing signal from the buyer, including physical action, comments, and questions.

Follow up

The last step in the selling process-follow -up- is necessary if the salesperson wants to ensure customer satisfaction and repeat business. Right after closing, the salesperson should complete any details on delivery time, purchase terms and other matters. The salesperson then should schedule a follow-up call when the initial order is received, to make sure there is proper installation, interest, and reduce any buyer concerns that might have arisen since the sale.

2.4. Overcoming Objections

Successful salespeople welcome objections on an opportunity to discover the needs and requirements of the buyer, to clarify selling points, to review advantages, to offer more information to meet competition as well as to determine the interest of the potential buyer until the seller can determine what is keeping the prospect from buying, the sales person will not be able to close the sale (vaccaro ,1987)

2.4.1. What are Objections?

Interestingly, prospects who present objection often are easily sold on your product. They are interested enough to object; they want to know what you have to offer.

According to Futrell, (1999) opposition or resistance to information or to the salesperson's request is labeled a sales objection. Sales objections must be welcomed because they show prospect interest and help determine what stage the prospect has reached in the buying cycle attention, interest, desire, conviction, or readiness to close.

2.4.2. Why do Prospects Object?

There are a number of reasons behind the objections raised by the prospects. As Sahu & Raut, (2003) listed some of the important reasons are:

- Some prospects are either not able to understand the salesman fully or not convinced about the proposition of the salesman. Therefore they raise objections.
- Some prospects raise objections if the salesman start pressurizing them or uses some unfair means to sell the product.
- Some prospects raise objections merely to postpone buying, or they really don not want to buy.

- Some prospects raise objections if they are not really convinced about the possible benefits and service of the proposed purchase. Therefore, they raise objections in an attempt to secure more information.
- Some prospects raise objection if the salesman is not able to recognize their real need.

2.4.3. Basic Points to consider in Meeting Objections

Futrell in (2005) said that no matter what type of objection are raised by the prospects; there are certain basic points to consider in meeting objections.

Plan for objections!- this author said that you must plan for objections that might be raised by your presentation. Consider not only the reasons that prospects should buy but why they should not buy. Structure your presentation to minimize the disadvantages of your product. Do not discuss disadvantages unless prospects raise them in the conversation.

Anticipate and Forestall – Moreover the same author in 1999 said that forestalling the objection has the salesperson discussing an objection before it is raised by the prospect. It often is better to forestall or discuss objecting before they arise. The sales presentation can be developed to address anticipated objection directly.

With regards to handling objections as they arise, Sahu and Raut (2003) wrote that at times, situations arise where it is best to postpone your answer to an objection. When the objection raised will be covered later in your presentation or when you build to that point, pass over it for a while. However, it is best to meet objections as they arise:

Be positive – When responding to an objection, use positive body language such as a smile. Strive to respond in a manner that keeps your prospect friendly and in positive mood. Do not take the objection personally. Never treat the objection with hostility.

Take the objection in stride by responding respectfully and showing sincere interest in your prospect's opinion (Davar, 2006).

Listen – Hear them out – Many salespeople leap on an objection before the other person has a chance to finish. The prospect barely says five words- and already the salesperson is hammering away as though the evil thing will multiply unless it's stomped out. "I have to prove he is mistaken, or he won't take the product," is a panicky reaction to the first hint of any objection (Futrell, 2005).

Understand objections:- Furthermore, Futrell in 1999 said that when customers object, they do one of several things; they are requesting more information, setting a condition, or giving a genuine objection. The objection can be hopeless or true.

Request for information:- many times, prospect appear to make objections when they are requesting more information. That is why it is important to listen. If prospects request more information, chances are that they are in the conviction stage. You have created a desire; they want the product, but they are not convinced that you have the best product.

2.4.4 Dealing with Objections In offensively

2.4.4.1 Objections should be welcomed

Pheat, (2003) discussed that experienced salesman welcome objections which are expressed because they form the best clues to the reactions of the prospect. It is better to have a prospect who expresses his objections. This gives the salesman a chance to meet adequately such objections and convince the prospect into purchasing instead of having a prospect who appears to agree with everything the salesman says and yet does not buy. Beginners consider objections as the expression of refusal to purchase. Experienced salesman on the other hand consider objections as the prospect's way of

saying that he is not yet ready to purchase and therefore requires further persuasion and enlightenment before he can make his final decision to buy.

Some customers make excuses to hide their real difficulties or obstacles which may be limited finance or doubtful quality of the goods. It will be readily realized that unexpressed objections are the most difficult to meet and the salesman must always be alert and should endeavor to detect the real doubts and difficulties in the mind of the prospect. Unexpressed objections can be detected by tactful questioning as well as by observing the actions and expressions of the prospect.

2.4.4.2 Meeting of Objections without offence

This Astor said that objections must be removed inoffensively. There are various ways of doing this. An idea should be contradicted in such a way as not to be offensive whilst doing so. One way of doing this would be to exonerate the person from any blame in making the objection. The salesman should put the person raising the objections in a favorable state of mind. He may tell the customer that there were others who thought the same way before pointing out his disagreement tactfully. Thus the good salesman would try to remove objections from the mind of the prospect but without giving any offence. This is not difficult if the salesman is really conscious about doing it. The following are some of the methods generally used for this purpose

- **Exoneration from Blame Approach**

Here the salesman immediately exonerates the prospect from blame for making the objection. For example, he may say "I am sorry I did not make myself clear on the point" (thus taking the blame himself) or "There are so many factors involved that it is quite easy to get this idea. In this way, the prospect is permitted to save face and his pride is not hurt although the objection is contradicted.

- **In Good company Approach**

In this method the salesman lessens the blow by pointing out that there are others who have a similar view. He then proceeds to explain why such a view should be changed.

- **The concession Method**

Here the salesman makes a concession by making a statement such as “ you have an excellent idea there but...’ or “There is a lot of truth in what you say, but...:”.

Thus these methods are used with a view to removing the sting from contradicting the prospect.

2.4.4.3 The Appropriate Time for Answering Objections

When an objection is raised a tendency among some salesmen is to postpone answering it until such time as they have completed their sales talk. This is a wrong policy. If the salesmen avoid answering objections as soon as they are raised, the prospect may not listen to him attentively as he may be concentrating on remembering the objection. The salesman may also create the impression in the prospect’s mind that he requires time to give him a good answer and that he is hoping that the customer may forget the objection. In this way, the confidence which the customer has in the salesman would be shaken. Thus, the best time for meeting objections is the moment they are raised.

Certain objections are however better answered at a later stage. For example, when a price objection is raised early in the interview or where the salesman feels that the objections raised would be better answered effectively later on or would be answered automatically after all the selling points are presented, he may postpone the answering the such objections. This must be done very tactfully. The objection should be acknowledged and the customer assured that it will be dealt with later.

CHAPTER THREE

DATA PRESENTATION, ANALYSIS AND INTERPRETATION

In this part of the research paper, data which were collected from sample respondents and interview results are presented, analyzed and interpreted. The data's have been collected and then processed in Return to the problems posed in the first chapter of the study.

The data's were collected through questions and interviews. The questionnaires were distributed to the customers of weserbi realstate. And the interview was held with the operation manager of the company

The questions asked were close ended and few open ended questions. The open ended questions were used to gather respondent's opinion which provides in depth understanding of the issue of the study.

3.1 Analysis of Respondents General Characteristics

Table 1 General Characteristics of respondents (customers)

In the table below some demographic characteristics of the respondents which comprises age distribution, gender, educational level, work occupation.

Table 1

Item NO.	Item	Description	NO. of Respondents	Percentage (%)
1.	sex	Male	75	63
		Female	45	37
		Total	120	100
2.	Age	18-30	0	0
		30-35	5	4
		36-41	21	18
		42-49	18	15
		50-56	33	28
		57 and above	43	35
		Total	120	100
3	Education	1-12 grade	16	13
		Diploma	55	46
		First degree	34	28
		Second degree	7	6
		masters and above	8	7
		Total	120	100
4.	occupation	Government employee	4	3
		Private company	8	7
		Non government	24	20
		Self employee	84	70
		Total	120	100

As it is presented in the above table No1, item. 1 out of respondents 75 (63%) are males and the rest 45 (37%) of them are females.

item no. 2 of table 1 shows that 0 (0 %) of the respondents are in the age of 18-30, and 5(4%) of respondents are between the age of 30-35, 21(18%) of the respondents are in the age of 36-41, 18(15 %) of the respondents fall in the age of 42-49 and 33(28 %) are

somewhere between the age of 40-56 and the rest 43(35%) are above 57. From the data presented we can understand that most of the buyers are above 42 years old.

As shown in the above table №1, item no. 3, 16(13%) of the respondents are 1-12 grade and 55 (46%), diploma. 34(28%) first degree and 7(6%) who has a second degree, and 8(7%) masters and above. As can be seen from the above data more than half of the respondents are 12 complete and who has diploma.

Item no.4 of table №1, shows that 4(3%) of the respondents are government employee and 8(7%) of them are private company. 24(20%) of them are non government and 84(70%) are self employee. These shows us most of the customers are Non Government.

Table No.2 General Characteristics of the Respondents (salespeople)

In the table below some demographic characteristics of the respondents which comprises age distribution, gender, educational level, work occupation.

Table 2

Item NO.	Item	Description	NO. of Respondents	Percentage (%)
1.	sex	Male	3	43
		Female	4	57
		Total	7	100
2.	Age	18-25	2	29
		25-30	4	57
		31-45	1	14
		36-40	0	0
		40 ad above	0	0
		Total	7	100
3	Education	1-12 grade	0	0
		Diploma	2	29
		First degree	5	71
		Second degree	0	0
		masters and above	0	0
		Total	7	100

- As it is presented in the above table No1, item. 1 out of the sales person 3(43%) are males and the rest 4(57%) of them are females.
- Item no. 2 of table 1 shows that 2 (29%) of the respondents are in the age of 18-25, and 4(57%) of respondents are between the age of 26-30, 1(14%) of the respondents are in the age of 31-45. None of the respondents fall in the age of 36 and above. From the data presented we can understand that most of the salespeople are above 30 years old.
- As shown in the above table No1, item no. 3, None of the respondents are 1-12 grade, 2(29%), diploma and 5 (71%) first degree. The rest has no second degree, and masters. As it can be seen from the above data more than half of the sales people have their first degree.

3.2 Analysis of Major Findings

CUSTOMERS

Table NO. 3 Timing of purchase

Item No.	Item	Scale	NO. of Respondents	Percentage (%)
1	When did you buy the house?	2 years	45	37
		One and half years	32	27
		One year	22	18
		Six month	6	5
		Three month	15	13
		Total	120	100

- Table 3, is indicated the timing of buying the house 45(37%) of the customers bought the house 2 years, 32(27%) 1 and 1/2 years, 22(18%) one year, 6(5%) 6 months and the remaining 15(13%) 3 months. Based on the above data its observed that most of the customers have bought wesebis after one year of the foundation of the company. This show that starting for delivering the houses, it have been selling and its increasing every month

Table NO. 4 Payment of the houses

Item No.	Item	Scale	NO. of Respondents	Percentage (%)
1	How did you pay for the house?	Quarter	22	18
		half	58	48
		Full payment	36	30
		Full credit	4	3
		Paid in other way	0	0
		Total	120	100

According to table no 4, 22 (18%) of the respondents paid quarter. and most of the respondents paid half 58 (48%), and 36(30%) of the respondents paid in full payment. Few of respondents paid full credit 4 (3%). This implies that most of the customers pay half and quarter, therefore the company have enough money to continue the work.

Table NO. 5 Salespeople’s presentation

Item No.	Item	Scale	NO. of Respondents	Percent age (%)
1	What do you think about the salespeople’s, sales presentation?	Very good	8	7
		Good	29	24
		Medium	32	27
		Poor	34	28
		Very Poor	26	22
		Total	120	100

According to table no 5, 8(7%) of the respondents said that the sales force presentation is very good, and 29(24%) said that the sales presentation was good. 32 (27%) of them said medium. Most of them which are 34(28%) said that the sales presentation was poor, few of the respondents 26 (22%) scored the salesforce presentation as very poor. This implies that most of the customer didn’t like the salesperson’s presentation which might lead to a reduced level of sales.

Table NO. 6 Confidence of the sales persons

Item No.	Item	Scale	NO. of Respondents	Percentage (%)
1	How did you see the confidence of sales persons during their presentation	Very confident	14	12
		confident	28	23
		Less confident	46	38
		unconfident	32	27
		Total	120	100

As it is stated on the above table 6, 14(12%) felt very confident in the salespeople presentation while 28(23%) felt confident, 46(38%) felt less confidence and,32 (27%) felt unconfident. This indicates the confidence of the sales persons is low which cant convince customers to make purchase from the company

Table NO 7 Communication of the salesperson.

Item No.	Item	Scale	NO. of Respondents	Percentage (%)
1	How was your communication or interaction with the salesperson?	Very good	7	6
		Good	12	10
		Medium	20	17
		Poor	55	46
		Very Poor	26	22
		Total	120	100

As it is indicated in table 7, 7 (6%) of the customers had very good communication and interaction with the sales force, 12(10%) of them had a good interaction, 20(17%) of the customers said medium. 55(46%) of them had poor communication and 26(22%) of them had very poor communication. This implies that most of the company salespeople have “poor” communication skill and very few of them interact well. This indicates that sales forces are not well acquainted in their communications. This creates a large gap between the company and customers.

Table NO 8 Persuasive skill of the sales force

Item No.	Item	Scale	NO. of Respondents	Percentage (%)
1	Were you satisfied with the persuasive skill of the sales force?	Strongly satisfied	16	13
		Satisfied	25	21
		Neutral	34	28
		Dissatisfied	35	29
		Strongly Dissatisfied	10	9
		Total	120	100

As indicated in table 8, 16(13%) of the respondents were strongly satisfied, with low ability of the sales person to persuade prospects, 25(21%) of them were satisfied,34(28%) of them were neutral,35 (29%) of the respondents were dissatisfied and 10(9%) of them were strongly dissatisfied. This shows that most of the customers were not initiated to purchase the houses because of the persuasive skill of the sales person.

Table NO 9 Knowledge of the sales person.

Item No.	Item	Scale	NO. of Respondents	Percentage (%)
1	Do you think that the sales force are well trained?	Strongly Agree	12	10
		Agree	22	18
		Neutral	34	28
		Disagree	38	32
		Strongly Disagree	14	12
		Total	120	100

As it is depicted on the above table 9 ,12(10%) of the respondents implied strongly agree that the company's salesman are well trained ,22(18%) of them implied agree while 38(32%) of them neutral and 34(28%)of them were disagree while14 (12%) of them respondents strongly disagree with this. This shows that most of the sales peoples of the company are not well trained, which might create ineffectiveness on their day to day activity in the company.

Table NO.10. Objections on price.

Item No.	Item	Scale	NO. of Respondents	Percentage (%)
1	Did u raise objection about the price?	yes	18	15
		no	95	79
		I don't remember	12	10
		Total	120	100

As it is shown in table 10, from total respondents 18(15%) of them indicated that they raised price objection and 12(10%) of respondents said they don't remember. The rest 95(79%) have raised objection about the price. This indicates that most of the customers think the price is fair for the houses delivered by the company.

Table NO 11 Objection on payment term.

Item No.	Item	Scale	NO. of Respondents	Percentage (%)
1	Did you raise objection about the payment term?	Yes	5	4
		No	76	63
		I don't remember	40	33
		Total	120	100

As it is shown in table 11, from total respondents 5(4%) of them raised payment objection and 40(33%) of respondents said they don't remember. The rest 76(63%) haven't raised any objection about the payment. This shows that almost there is no problem on the payment term.

Table NO 12 Objection on delivery time.

Item no.	Item	Scale	NO. of Respondents	Percentage (%)
1	Did you raise objection about the delivery time?	Yes	20	17
		No	65	54
		I don't remember	35	29
		Total	120	100

As it is shown in table 12, from total respondents 20 (17%) of them raised on delivery objection and 60 (50%) of respondents said they don't remember. The rest 40(33%) haven't raised any objection about the delivery. This indicates that more than half of respondents are satisfied with the delivery of time in which the company keeps its promise.

Table NO 13 Objection on the salesperson's service.

Item no.	Item	Scale	NO. of Respondents	Percentage (%)
1	Did you raise objection about the salesperson's service?	Yes	80	67
		No	15	12
		I don't remember	25	21
		Total	120	100

As it is shown in table 13, from total respondents 80(67%) of them raised service objection and 25(21%) of respondents said they don't remember. The rest 15(12%) haven't raised any objection about the salesperson's service. So this implies that the major problem and objection in the company is on the salesperson service.

Table NO 14 Timeline on handling objections.

Item no	Item	Scale	NO. of Respondents	Percentage (%)
1	The sales person handle objection promptly raised from customers?	Strongly Agree	6	5
		Agree	18	15
		Neutral	30	25
		Disagree	46	38
		Strongly Disagree	20	17
		Total	120	100

As shown in the table 14, 6(5%) of the respondents strongly agree that the salesman handled their objections properly, 18(15%) of them agree with this. And also from the total respondents 30(25%) of them were neutral, while 46(38%) of them disagree and 20(17%) of the respondents strongly disagree. This means that the sales persons cannot handle the objection appropriately which might lead to a difficulty of changing the prospects to customers.

Table No. 15 Quality of Sales Peoples.

Item No.		Very Good		Good		Medium		poor		Very poor	
		No	%	No	%	No	%	No	%	No	%
1.	Physical appearance	90	75	24	20	6	5	0	0	0	0
2.	Skill ability	15	12	18	15	20	17	40	33	27	22
3.	Ethical social behavior	85	71	22	18	13	11	0	0	0	0
4.	Approach	42	35	20	17	34	28	24	20	0	0
5.	presentation	20	17	37	31	15	12	40	33	8	7
6.	Overcoming objections	6	5	8	7	45	37	45	37	16	13
7.	Closing the sale	72	60	22	18	26	22	0	0	0	0
8.	Commitment	25	21	23	19	45	37	12	10	15	12
9.	Trust worthiness	35	29	22	18	15	13	30	25	18	15
10.	Industrious	21	17	20	17	24	20	35	29	20	17

As indicated on the above table 15, item no.1, the customers opinions about the company's sales people with regard to physical appearance:90 (75%) of them said that 'very good',24(20%) of them said 'good' ,6 (5%) of them 'medium' and none of them said 'poor' or 'very poor'. This shows that the salesperson physical appearance is good which has its own impact in the success of the presentation.

Concerning the salesmen's skill/ability in table 14, item no. 2, 15(12%) of them said 'very good', again 18(15%) of them said 'good', 20 (17%) of them 'medium' and majority of the respondents 40(33%) said 'poor' and 27(22%) of them said 'very poor. This means

that salespersons have no skill and ability in which they can't convince the customers to make purchase.

About the salespeople ethical/social behavior in table 14, item no.3 85 (71%) said 'very good', again 22(18%) of them said 'good', 13(11%) of them 'medium' and 0(0%) said 'poor' or 'very poor'. This shows that at least the salespersons have good ethical and social behavior.

With regards to the salesman approach in table 14, item no.4 42 (35%) of the respondents replied 'very good', 20 (17%) of them said 'good', 34 (28%) of them 'medium' and 24 (20%) said 'poor'.

Concerning the sales persons presentation in table 14, item no.5 20(17%) replied 'very good', 37 (31%) of them said 'good', 15 (12%) of them 'medium' and 40(33%) said 'poor' and 8(7%) of few respondents said, 'very poor'.

With regards to overcoming objections in table 14, item no.6 6 (5%) of the customers said 'very good', 8(7%) of them said 'good', 45 (37%) of them 'medium' and 45(37%) said 'poor' and 16(13%) of few respondents said, 'very poor'.

Concerning closing of the sale in table 14, item no.7 72 (60%) implied very good', 22(18%) of them said 'good', 26 (22%) of them replied as medium. This means that the salesperson have bad interaction with the customers.

About the Commitment of the sales, in table 14, item no.8 25(21%) of the respondents replied as Very good', 23(19%) of them said 'good', whereas 45 (37%) of them replied as 'medium' while 12(10%) said 'poor' and 15 (12%) of respondents said, 'very poor'.

Concerning Trust worthiness of the sales persons in table 14, item no.9 35(29%) of the respondents said 'Very good', 22(18%) of them said 'good', 15(12%) of them 'medium' and 30(25%) said 'poor' 18(15%) of them replied as 'Very poor'.

With regard to industriousness in table 14, item no.10 21(17%) of the respondents gave their answer as 'Very good', 20 (17%) of them said 'good',24 (20%) of them 'medium' and 35(29%), of the respondents said,' poor' 20(17%) 'Very poor'. From this we can conclude that the company's sales people are good on their physical appearance, ethical/ social behavior but they are weak and medium at their skill and ability, approach, presentation, overcoming objection ,closing sale,

Table No. 16 **expectations towards Weserbe's Home Luxuries**

Item No.	Item	Scale	NO. of Respondents	Percentage (%)
1	What were your expectations towards weserbes home luxuries? Compared to other competitors	Very good	68	57
		Good	22	18
		Medium	14	12
		Poor	0	0
		Very poor	0	0
		Total	120	100

As shown in table 16, from the total respondents 68 (57%) of the majority said ' very good' about the luxuries of the homes, again 22(18%) of them said 'good' , 14(12%) of them said medium and none of the respondents said poor and very poor. This shows that the respondents are satisfied with the luxuries of the house.

Table No. 17 **Expectation towards Weserbe's Home Design**

Item No.	Item	Scale	NO. of Respondents	Percentage (%)
1	What was your expectation towards weserbes home design? Compared to other competitors?	Very high	38	32
		High	54	45
		Medium	28	23
		Low	0	0
		Very low	0	0
		Total	120	100

As shown in table 17, from the total respondents 38 (32%) of the majority said 'very good' about the design of weserbe's homes, again 54(45%) of them said 'good', 28(23%) of them said medium and 0 (0%) of them said 'low' and 0(0%) of respondents said 'very low'. This means that the respondent expectations towards the design is very good.

Table No. 18 **Expectation towards Weserbe's Home Quality**

Item No.	Item	Scale	NO. of Respondents	Percentage (%)
1	What was your expectation towards weserbes home quality as Compared to other competitors?	Very good	48	40
		Good	44	37
		Medium	28	23
		Poor	0	0
		Very poor	0	0
		Total	120	100

As shown in table 18, from the total respondents 48(40%) of the majority said 'very good' about the quality of the home compared to others, again 44(37%) of them said 'good', 28 (23%) of them said medium and none of them said 'poor' and 'very poor'. This implies that the quality of the house is also good which can lead the company to the profitability.

Table No. 19 Customer's Recommendation of the Homes

Item No.	Item	Scale	NO. of Respondents	Percentage (%)
1	Would you recommend other peoples to buy wesebe real estate's homes?	Yes, I will	45	38
		May be	13	11
		No, I will not	62	52
		Total	120	100

As indicated in table19, 45(38%) of the respondents said that they will recommend others to buy wesebe real estate's homes while 13(11%) said they might, if they could get the opportunity. The rest 62(52%) respondents will not recommend other people to buy wesebe real estate's homes. This implies that most of respondents are not satisfied enough to recommend others to buy wesebe real estate's homes.

Salespeople

Table 20. The selling Technique

Item No.	Item	Scale	NO. of Respondents	Percentage (%)
1	What do you think about the company selling technique?	Very good	0	0
		Good	1	14
		medium	2	29
		Poor	4	57
		Very poor	0	0
		Total	7	100

As indicated in table 20, shows that none of the salespersons said very good about the company selling technique 1(14%) of them said good, 2(29%) of the salespeople said medium. 4(57%) of them said poor selling technique and 0(0%) of them said very poor. This implies that most of the company salespeople think that the company selling technique is "poor."

Table21. Communication and Interaction of customers

Item No.	Item	Scale	NO. of Respondents	Percentage (%)
1	How was your communication or interaction with the customers	Very good	0	0
		Good	1	14
		medium	4	57
		Poor	2	29
		Very poor	0	0
		Total	7	100

- As indicated in table 21, shows that none of the salespersons had very good communication and interaction with the customers, 1(14%) of them had a good interaction, 4(57%) of the salespersons said medium. 2(29%) of them had poor communication and 0(0%) of them had very poor communication. This implies that most of the company salespeople have “medium” communication skill and two of them had poor communication and interaction. This indicates that sales forces are not well professionals. This creates a large gap between the company and customers.

Table 22 The Company and the Customer Relation

Item No.	Item	Scale	NO. of Respondents	Percentage (%)
1	How do you see the companies relation with the customers?	Very good	0	0
		Good	0	0
		medium	2	29
		Poor	4	57
		Very poor	1	14
		Total	7	100

- As indicated in table 22, shows that none of the sales people said the company had a good or very good relation with the customers, 2(29%) of them said medium. 4(57%) of them said poor and 1(14%) said the company had very poor relation with the customer. This creates a large gap between the company and customers.

Table 23 Support for salespeople

Item No.	Item	Scale	NO. of Respondents	Percentage (%)
1	Do you think the company gives support for the sales persons?	Strongly agree	0	0
		Agree	0	0
		Neutral	4	57
		Disagree	3	43
		Strongly disagree	0	0
		Total	7	100

As with depicted on the above table 23, none of the salespeople implied strongly agree or agree that the company gives support for the salespersons. While 4(57%) of them were neutral and 3(43%) of them were disagree. This shows that the majority of the salespeople think the company didn't give support for them. This means the company should give good support for the salesperson

Table 24 Handling objection

Item No.	Item	Scale	NO. of Respondents	Percentage (%)
1	Do you think you handled the objection raised from the customers?	Strongly agree	0	0
		Agree	4	57
		Neutral	3	43
		Disagree	0	0
		Strongly disagree	0	0
		Total	7	100

As with depicted on the above table 24, none of the sales people strongly agreed that they handled the objection raised from the customers, 4(57%) of them implied agree while 3(43%) of them neutral and none of them responded disagree and strongly disagree with this. This shows that the sales people think they handled well the objection raised from the customers.

Table 25 Motivation of the company

Item No.	Item	Scale	NO. of Respondents	Percentage (%)
1	Are you satisfied with the company's motivations for the sales persons?	Strongly satisfied	0	0
		Satisfied	1	14
		Neutral	4	57
		Dissatisfied	2	29
		Strongly dissatisfied	0	0
		Total	7	100

As indicated in table 25, None of the respondents were strongly satisfied, with the company's motivation, 1(14%) of them were satisfied,4(57%) of them were neutral,2 (29%) of the respondents were dissatisfied and 0(0%) of them were strongly dissatisfied. This shows that most of the salespersons were not motivated with the company.

Table 26. Training of salespeople

Item No.	Item	Scale	NO. of Respondents	Percentage (%)
1	Does the company give training for the salesperson?	Yes	5	71
		No	0	0
		not much	2	29
		Total	7	100

As it is shown in table 26, from the total salespeople's 5(71%) of them said yes that the company gives training for the salesperson, two of the salespersons said not much and none of them said no. This indicates that the company gives training.

Table 27. Timing of the training

Item No.	Item	Scale	NO. of Respondents	Percentage (%)
1	How often does the company give training?	Twice in a week	0	0
		In 15 days	0	0
		In a month	0	0
		In 6 month	7	100
		In a year	0	0
		Total	7	100

- Table 27, is indicated that ho often the company gives training, None of the salespersons said twice a week, in 15 day, in one month and in a year. But all the 7 salespeople said the company gives training in 6 month. Based on the above data the company is not frequent on giving training.

3.3. Data analysis for Open Ended Questions and Interview

3.3.1. Customers Response to Open Ended Questions

- What do you think about the sales people's presentation?

This question included both close and open ended choices. Many customers have responded on the close ended choices and some of them have said that the salespeople's presentation was missing training and follow up.

- Related with the previous fact the respondents were asked that were their objections and how did the salesmen handled their objections and they gave the same response as in the first case which was the case of not being trained well meaning the customers were looking for professional sales people but the company couldn't provide.
- The customers were asked if they have any other opinion about the company's sales people and some of them have responded by saying that almost all of the company's salesmen are youngsters (very young people) and have big energy and enthusiasm to do business and make of fortune.
- Respondents were given the chance to respond why they wouldn't recommend people to buy Weserbe's homes and most of them responded because of sales person's problems, lack of giving service appropriately.
- At last, customers were asked to write any additional information or opinion regarding the company's practice of salesmanship and most of them have said that it would be good if the company receives feedback from the customers about the whole salesmanship process.

3.3.2 Interview with the Marketing Manager

- What is your understanding about sales man in business practices and what activities do they include?

Salesmen are the key for the company. they have the potential of converting human needs into wants. They include: serving the producer, distributor, and consumer. They create satisfied customers. This shows that the marketing manager gives a big position & knows the importance of the salesperson.

- Would you please tell me briefly about the overall practice of salesmanship of your company?

Yes, of course. Our salespeople bring so many customers for the company by doing the prospecting by them to begin with then they pre-approach the prospects. After, they present and demonstrate to the prospects our real estate's sites, plan and everything and finally they close sales by overcoming the prospects objections through the cooperation of the sales force and the marketing manager (which is me). In a month we sell from 5 to 8 houses. But from the customers I get the opposite respond that the sales people are not good in presenting and pre approaching.

For the question how the marketing manager see the important of having salesman in the company.

He said it's very important: because they are the one who persuade our customers. They have the ability to influence people to buy the homes and they also have the power to show them that the customers are really benefited. This indicates that the company or the marketing manager should get customer feedback; to know the ability of the sales persons.

- What are the main objectives of your company's salesmanship?

The main objectives of our salesmanship are to create awareness in the community that we have better and good quality houses in convenient place/site, to promote our company, to change and grow the life style of our salespeople and our society.

- What are the major problems that your company encountered on its salesmanship activities?

The major problems that our company faced were the awareness and knowledge of real estate of our community is very poor, because of this customers do not look for houses and everything in these so called “real estate’s”. The society doesn’t have trust in these real estate’s in our case.

- How do you measure the effectiveness of your salesmanship?

To measure the effectiveness of our salesmanship we evaluate the performance of our salespeople meaning; the loyalty that they have for their job and if, they have reached the closing stage by convincing prospects and if they have obtained successful closes and how many of these did they obtained. According to the customers respond, the measurement is not that productive.

- What measures has your company adapted to reduce bad character of salesman?

To reduce bad character of salesman, first we teach the sales people how to have ethical manner, how to socialize with people and how to interact with customers. Then we make our salespeople to go with our company rules and regulation. Sometimes if it is beyond all this, we suspend the salespeople who have really a bad character. This show that the salespeople didn’t take the training well or the company rules and regulations are not strict or tight.

- How do you recruit your salespersons?

When we recruit salespeople we see their self confidence, dressing code, the way they express about the company's product (product knowledge), their skill and ability to convince people and we see the way they approach the prospect; kindness or sympathy.

- How do you evaluate your salespeople's performance?

To evaluate our salespeople's performance we have a monthly report that includes all the information about the salesman performance like for example; how she/he selects potential prospects, how many customers did he/she have, if he/she has taken the prospects to visit our sites, if they have successful closing etc. But the company shouldn't only take information from the sales people but also from the customers

- Excuse me but earlier you have told me that you do not have any samples of your constructions, why is that?

The first reason for this is that it's been only four year and months since we have founded our real estate and it's early for us to have concluded our constructions. Even though, we have started constructions on one of our sites which will be completed and will be available also as a sample in a short time.

- How do your salespeople handle your prospects objections?

Unfortunately, not very well Prospects have different objections and questions every time and our sales people sometimes couldn't handle some of these objections or questions. So we have one culture between us which is; the salespeople transfer these challenging or difficult types of questions for the marketing manager (me) to handle. And most of the time the prospects have their answers from the manager.

- Do you think you are supportive to your salespeople?

Yes, we support our salespeople by motivating them and by understanding their weakness.

- How do you motivate your salespeople?

We motivate our salesmen by rewarding them, paying them their commission within the time, provide them with all the materials they need for their job, take them on vacation or refreshment, we give them various training.

- How do you reward them? And how often you do this?

Twice a year we select two of “best salesperson” and we reward them by giving money or various materials.

- Do you train your salespeople well? And how frequent do you train your sales force to update their selling skills?

We do train our sales force at various moments and every time when it is required, it could be once in two weeks or twice in two weeks. We do this to upgrade their product knowledge and their service performance. This shows that the salespersons are not using the training well or the company’s training is not effective. They should change the way of they give the training.

What does your company do to update its overall practice of salesmanship?

The company sets budget only for the sales force for trainings, refreshments and alike. The company always makes sure that the sales force is provided with all the required materials and service (car, etc).

This entire interview is the marketing manager and the respond of the customers shows us the deference and the large gap between the customers and the company. So mainly the company of the marketing manager must do is, getting in touch with the customers and get feedback about the sales people a prance.

CHAPTER FOUR

SUMMARY, CONCLUSIONS AND RECOMENDATIONS

From the analysis and interpretation made in the previous chapter the following summary, conclusions and recommendations are drawn up.

4.1. Summary of the Major findings

- Concerning the sales people's presentation, more of the respondents 34 (28%) said that it was poor and (65%) were less confident and 32(27%) were in confident in the salesmen's presentations.
- Regarding communication and interaction with the salespeople, (73%)of the respondents had a good interaction. And More than half of the respondents were dissatisfied with the persuasive skill of the sales force.
- Among the total respondents, 95(79%) of the majority didn't raise objection about the price of the house and above 75% of the respondents didn't raise objection about the payment term of the house.
- (54%) of the respondents didn't raise objection about the delivery of the house and (67%) of the respondents had complaints on the service given by the salespeople whereas Concerning objections, (58%) responded that the salesperson didn't handle objections promptly raised from customers.
- Concerning the salespeople's physical appearance (75%) of the respondents said its very good and Regarding the salespeople's skill and ability,(63%) said it was very poor whereas Regarding the salespeople's ethical/social behavior, (71%) of the respondents said it was very good.
- Concerning the salespeople's approach, (55%) said it was very good. And With regards to the salesmen's presentation, (53%)of the respondents replied that it was poor whereas Regarding, overcoming objections, (57%) of the respondents said it was poor.

- Regarding the salespeople's closing sale, (60%) of the respondents said it was very good and Concerning the salespeople's commitment, (37%) majority of the respondents said its medium whereas Concerning the salespeople's trust worthiness, (59%) majority of the respondents said it's very good.
- Concerning the salespeople's industrious, (69%) said it's poor and With respect to the customer's expectations towards the company's constructions, 68(57%) of the respondents agree with luxury of the house compared to other competitors.
- Regarding expectations towards the design of the house, 54(45%) of the respondents had high expectation and With respect to the customer's expectations towards the quality of the house, 48(40%) of the respondents has high expectation.
- Among the total respondents, more than half of them 62(52%) will not recommend others to buy weserbe's homes.

4.2 Conclusions

Based on the major findings the following conclusions are drawn;

According to the research findings, most of the respondents didn't like the salesmen's presentation and interaction skill so it is obvious that these sales people are not trained well. ,

Even though the research finding indicated that the salespeople made much effort to sell they still failed on approaching.

The study concludes that the company salesperson have weakness on answering questions coming from customers.

According to the study, the salesperson has a problem on overcoming the customer's objection.

According to the research findings, the sales force is not equipped with all the necessary salesmanship skill and ability to persuade prospects to make them buy goods/service from them.

4.3 Recommendations

Based on the conclusions drown previously the under mentioned recommendations are forwarded;

Companies must train the sales people how to do presentations and how to create first impressions on the customers.

According to the sales persons must learn how to approach customers to win sales.

It is advisable to give sales persons training to upgrade their communication and persuasive skill and ability.

The sales persons should upgrade their product knowledge to give proper answers for the customer's questions.

All in all the salespeople have to be able to convince and overcome their customer's objections.

The company should contribute everything for this to happen (materials, trainings, budget etc).

The company should ask feedback from the customers, the company should interact and communicate with the customer.

The student researcher strongly advises the company to motivate the sales persons by rewarding and preparing gifts for the best of them. This will make the sales persons work their job with excitement.

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