



ST. MERRY UNIVERSITY
DEPARTMENT OF MARKETING MANGEMENT

**THE EFFECTS OF PERSONAL SELLING ON SALES PERFORMANCE
OF TECHNO MOBILE: THE CASE OF ADDIS ABABA**

**A THESIS SUBMITTED TO SCHOOL OF GRADUATE STUDIES OF ST.MARY'S
UNIVERSITY IN PARTIAL FULFULIMENT OF THE REQUIRMENTS FOR THE
DEGREE OF MASTER OF MARKETING MANAGEMENT**

BY
YIDNEKACHEW TADESSE

December 2023

Addis Ababa, Ethiopia

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December 2023

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Statement of Declaration

The study, titled "THE EFFECTS OF PERSONAL SELLING ON SALES PERFORMANCE OF TECHNO MOBILE: THE CASE OF ADDIS ABABA," was conducted by Yidnekachew Tadesse. With the exception of the advice and recommendations from my research advisor, I produced everything on my own. I certify that neither this university nor any other has considered this paper for any scholarly awards.

Yidnekachew Tadesse Signature _____ Date _____


Certification

Herewith, I certify that Yidnekachew Tadesse worked under my guidance to complete this research project on the subject of "THE EFFECTS OF PERSONAL SELLING ON SALES PERFORMANCE OF TECHNO MOBILE: THE CASE OF ADDIS ABABA." It is sufficient to submit this work for the partial completion of the requirements for the award of the degree of Master of Marketing Management because it is original in nature and has not before been submitted for a degree at any university.

Temesgen Belayneh (PhD)

Signature _____ Date _____

APPROVED BY BOARD OF EXAMINERS

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<u>Efrem Asefa (PhD)</u> Internal Examiner	_____ Signature	_____ Date
<u>Yibeltal Aschalew (Ph.D)</u> External Examiner	 _____ Signature	_____ Date

Abstract

This study sought to ascertain the impact of individual selling abilities on Techno mobile's sales results. Techno mobile delivery outlets around Addis Ababa were the subject of the study. twenty delivery sales stores made up the sample. The interpersonal, salesmanship, technical, marketing, and technological abilities of the company were the factors that influenced the sales performances of the sales people's talents. Both qualitative and quantitative researches were conducted. Purposive sampling is only regarded to explore the study from the sample's actual participants in the technique of the study, and descriptive and inferential statistics are used in the analysis. Thus, the research's validity was examined, and a descriptive analysis and demography were used to the study. The research hypothesis also considered the study's goal and the response to the research question, which meant that all elements for individual talent were relevant, with the exception of Time management . The research results suggest that the market is very important for the purpose of economic benefit so that companies like techno mobile, which are locally assembled, have the opportunity of all economies such as import substitution, fair price, and opportunity of trading the sales person skills taken into consideration for sales performance of techno mobile. However, the very reason of the study compared to other popular brand of mobile phones implies that techno mobile sales performances must increase and the fact that this is the case is also very significant. The study's alpha reliability result was above 0.7(0.876), all groups of variables were reliable, and it was concluded that the study for the effects of sales person skill were the significant of the performances of sales of techno mobile in Addis Ababa. Techno mobile salespeople should be skilled and able to cope with the market.

Key Words: Sales Skills, Salesperson Performance, and techno mobile: the case of Addis Ababa, Ethiopia

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LIST OF ACRONYM

IDC International Data Corporation

B2B Business-to-business sells

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CHAPTER ONE

1. INTRODUCTION

1.1 Background of the study organization

Examining the personal selling traits employed to market TECNO Mobile is the goal of this study. The mobile has contributed significantly to compartmentalizing and preventing the commercial performance and benefit in this market procedure. The supply of electronics increases in appropriate mobile phones and their connection and transactional mechanisms. Local and international nominal advancement and financial show settlement have been completed using operational, working telephones. Weights for mobile phones in the nominal form that they are made in. Nonetheless, due to their unpredictability, the promotion for examining the personal selling traits employed to market TECNO Mobile is the goal of this study. The mobile has contributed significantly to compartmentalizing and preventing the commercial performance and benefit in this market procedure. The market gross volume of mobile machines was impacted by the supply of electronics expanding in suitable mobile cell phones and their mechanism wanted for the connection as well as in improving customers' knowledge and influencing their purchase and allocation decisions. Marketing is the management strategy in charge of detecting, avoiding, and successfully fulfilling consumer requirements, according to the Chartered Institute of Marketing (CIM, 2009). Although there are several definitions of marketing, they all center on providing the "necessity" and "defect" of the customers in the appropriate manner. Smartphones is supported by other benefits, value, average, monopolistic vendors, and flexibility usage for different plans. This impacts the sellers' perception of and success in Mobile supplies is one of the most recent guide supply publicity passages and is quickly gaining popularity among marketers and business owners due to the dubious benefits it offers to firms and possible customers.

Tablets, smart phones, and feature phones are just a few of the mobile gadgets offered by transitory Assets' primary mobile phone brand, TECNO Mobile. Think globally, act locally is TECNO's credo, and the company is dedicated to converting cutting-edge technologies into products that are relevant to local needs (Cohe Thursday, December 13, 2018n et al., 2006).

TECNO Mobile, the reward-gaming arm of transsion Holdings, provides a wide selection of replaceable devices, including as feature phones, smartphones, and tablets. TECNO is dedicated to converting cutting-edge technologies into Mobile supplies is based on the concepts of "Think Globally, Act Locally." one of the most recent paragraphs in the guidebook promoting supply, which is extending into locally made goods (COHE Thursday, December 13, 2018n et al., 2006). a wide range of marketers and business owners According to the assembly website (COHE Thursday, December 13, 2018n et al., 2006), transsion Holdings is committed to being the top-dog active project for customers and a mobile value-added services provider with the best reputation in emerging worldwide markets. The leading mobile phone manufacturers in emerging markets are included in its brand portfolio. Smart accessories are produced by Primo, TECNO, Italy, and Infix. After-sales support is handled by Carl Care, and home appliances are handled by Syrinx.

The spinal column of the mobile phone business has temporarily grown in response to the expanding global market. 130 million different phones were sold worldwide in 2017, amounting to China is the biggest exporter of liquid phones worldwide. According to International Data Corporation (IDC) data for 2017, transsion had a total market share for mobile phones that ranked first in Africa and fourth globally (Olive, R., and Kallanberg, R.) (2003) As of August 2018, transsion had four manufacturing locations, three of which are in Shenzhen, China, one in Addis Ababa, Ethiopia, and one in Gazipur, Bangladesh, according to IDC. While this is happening, Carl Carefulness, TRANSSION's after-sales service brand, has over 2,000 points 7 key after-sales restore, recover core internationally to ensure clients will receive unrivalled protection. Google, Facebook, Sony, Microsoft, Intel, and Media Tek are further examples. When combined with Qualcomm, Orange, and other well-known companies, transsion is anticipated to continue expanding steadily. With more than 10,000 personnel worldwide, transsion has a thorough sales network that includes Nigeria, Kenya, Tanzania, Ethiopia, Egypt, the UAE (Dubai), India, Pakistan, Bangladesh, and other countries and territories in Africa, the Middle East, Southeast Asia, and South Asia (DeSarbo W.S. and Madrigal, R. 2011). Techno Mobile, a Chinese erratic phone manufacturer, was established in Hong Kong in It is a subsidiary of Transient Holdings. The two primary markets for Techno were in South Asia and Africa. But, after completing additional market research in Southeast Asia, Africa, and Latin America, the

assembly found that Africa was the most profitable region. In order to focus primarily on Africa, it discontinued operations in Asia in 2008. Later in 2016, Techno introduced Middle, which quickly gained a substantial market in Africa. In 2017, East mobiles came in second, then Southeast Asia. (R. Kallanberg and R. Olive) (2003)

According to recent studies, people now have even more vacuole rings, such as one for business and one for personal usage, as a result of the globalization of the mobile market, domains that are odder than in the past, and the advanced age of the human race. It is a subsidiary of Transient Holdings. The two primary markets for Techno were in South Asia and Africa. But, after completing additional market research in Southeast Asia, Africa, and Latin America, the assembly found that Africa was the most profitable region. As a result, there are currently unthread stamped and mob maker example events taking place in the market in 2008. Intricate services and service decisions are made from a variety of hardware and software elements and are embedded into mobile devices. (2011) Madrigal and W.S. De Sarbo

1.2 Statement of the problem

Customers need further technical assistance and support as a result of this function and service issue after already comprehending the repercussions. Understanding what buyers value in a willing offering, creating value for them, and managing it over time must be part of every market firm's fundamental trading strategy. The quickly changing office environment, more use of technology, increased competition, and larger potential earnings have all had an impact on how businesses see the value of after-sales support (Muhammad J.N 2011).

Ethiopia now has a significant assortment of mobile phone brand names. One of the businesses that manage post-sale correspondence is Techno Mobile Company. Yet, no research has been conducted to ascertain the number of consumers pleased and the type of service offered. To ties with and integration of customers. Even the most renowned research in this area has attempted to investigate the connection between the growth of the techno mobile market and personal marketing. Nonetheless, there is a prescription with regard to the item's effect on consumer compensation and holding and the absence of post-sale support. Through this letter, we want to thank you for helping Tecno Mobile in Addis Ababa, Ethiopia.

According to the research, Techno mobiles are assembled and sold in local markets more often, which has a market advantage as well as an import substitution that would give the nation the chance to produce the country's brand of mobiles. However, as an investment in technology products, the local markets heavily depend on consumer preferences and interest, which must be stimulated by salespeople's abilities, knowledge, and commitments.

Different studies on market issues have excluded salesperson potential to influence customers' choices, so no studies on the marketing professional skill of the effects of sales performances have been conducted. The researcher needed to address the salesperson performances on mobile technology, which also greatly supported the economy to fulfill the requirement for the mobile market that was put together, technically fixed, and supplied by a local marketer who was incompetent in comparison to other mobile delivery

1.3 General Objective

1.3.1 General Objectives of the Study

This study's main objective is to ascertain how personal selling affects the performance of techno mobile sales in Addis Ababa.

1.3.2 Specific Objectives of the Study

The study's particular goals are to:

1. To analyze that personal selling skills have had the effect on performances of Techno Mobile sales.
2. To assess Techno Mobile's sales effects in connection to its individual selling expertise: the instance of Addis Ababa
3. To identify the critical variables that influence sales in terms of personal selling and sales performance

1.4 Research question

1. Does sales performance affected by sales person of Techno mobile?
2. What are the main elements influencing sales performance for Techno mobile devices?
3. What major are factors of personal selling on sales performance of Techno Mobile sales?

1.5 Significance of the Study

It is anticipated that the following lead cases will benefit significantly from and make use of this research:

i) The Techno mobile concern

The managers of Techno Mobile in Addis Ababa may find the results of this study interesting and use them to analyses a Larsen effect and, if necessary, take remedial action. Similar to how Addis Ababa's Techno Mobile staff might benefit from this decision

ii) Customers (general)

Since the study highlights the significance of personal selling results on the marketing impact of technological mobile devices, it gives sync business firms an idea of what to anticipate from the emotional loop team so that they can quickly determine the value of their investments in frames and get ready to direct the right salesperson towards supplying vegetation for technological mobile devices. It also enables people to locate communities that fulfill their basic necessities.

1.6.Scope/Delimitation

1.6.1 Theoretical scope

The consequences of corporeal navigation on the marketing expansion of Techno Mobile are one of the worst resources for all businesses to reward their customers, boost the sales compass and poverty, and attract, undeveloped, and hypostatic deceit on persuading customers. This analysis has assisted in dissecting the expression of mobile deceit by employing five explanatory variables: allocation, maintenance and repair, auxiliary food, equipment reliability, and online possession.

1.6.2 Geographical scope

This examination focused only on Techno Mobile's significant sales and marketing expansion. Yet, the researcher appreciates the concept and focuses his activities mainly in Addis Ababa due to opportunity and financial constraints.

1.6.3 Methodological scope

The explanation was the main purpose of this investigation. The quantitative approach was effective. Employment was a primary source of data as well as a secondary source. Several articles both a main and a secondary source of data were related to employment. The satellite challenge has been the subject of numerous articles, books, and accounts. And in order to achieve the study's goal, Techno Mobile customers who were selected based on their housing potential were given a well-designed, organized questionnaire to fill out.

1.7 Organization of the study

The research was divided into five chapters. The study's history, the problem's narrative, the research question, the muse's ambitions, the significance of the meditation, the study's object, and the consideration's constraints are all meticulously described in the first chapter. Chapter 2 discusses the literature that was relevant to the subject being studied. Under answer number three, the methodological section of the paper goes into great detail. The contemplation's conclusions were presented in chapter four. The conclusions of the reflection was discussed and condensed. The conclusions, recommendations, and limitations in Chapter 5 were supported by the findings of the meditation.

CHAPTER TWO

REVIEW OF RELATED LITRATURE

An effort has been made to review salient literature. This chapter demonstrates an Introduction about Personal deceive, the Personal Selling Process, B2B Personal Selling((also referred to as B2B,is when businesses sell products or services to other businesses for consumption by the ultimate consumer.), Sales performance, determinants of Sales performance, Sales Skills and Sales persons Performance, and Time mangement and Sales persons Performance.

2.1 Theoretical Review

Several studies have recognized a count of bold variables that influence vendor act (see Churchill et al., 1985; Baldauf and Cravens, 1999; 2002; Piercy et al., 1997;

1998; Baldauf et al., 2001; Babakus, et al., 1996; Barker,1999; Rentz et al., 2002). Churchill et al., (1985) found that in terms of the average bigness of their union with salesperson act, the determinants were ordered as follows:

Role variables, selling skills, motive, hypostatic factors, aptitude, and organizational factors; but when orderly harmonious to real deviation (i.e., not owing to sampling wandering), the determinants were stoutly as: personal factors, house aptitude, role variables, appropriateness, motivation, and organizational/environmental factors

The findings from Churchill et al., (1985) measured that hoax adroitness were the assistant most important of six variables, both in name of average size association with accomplishment and in word of realist variation. However, Churchill et al., (1985) and Rentz et al., (2002) observed that few studies on individual characteristics recount to the trick propriety measurement of salespersons were carriage before the resembling-analysis meditation of Churchill et al., (1985). Nonetheless, since these contemplation, a good amount of research has focused aspects or the micro- art pour of selling reason, which focused on definite sales judgment (With deference to this, this paper exertion to found upon Churchill et al."s, (1985) seminal business to examine the influence of sales skills on seller deed in an emerging economy Tex.. Specifically, the paper researches the supremacy of four sales dexterity extensions on seller performance. Three sales skills dimensions – interpersonal, salesmanship and technical skills – are arise from Ford et al.,

(1988; call in Churchill et al., 2000), and the other dimension of supplies judgment is trace from Ahearne and Schillewaert (2000). Although there have been man muse on the direct relationship between Organizational mistimes and job performance, however, there have been few contemplation management discourse Time mangement as a moderator. According to Meyer and Allen (1997), a committed clerk is the one who stays with the regiment through thick and

Thin, hearken performance methodically, rustic in a full age (and peradventure more), advantage Thus, having a committed workforce is an added organizational beneficial. Irving and Coleman (2003), for warning, examined the moderating performance of Time mangement on the relationship between role imprecision and thrust tension in an organization possesses momentous change. Results of their study denoted that the Relationship between Sales Skills and Salesperson Performance Time mangement wait to aggravate relations between the two variables. From a other appearance, Chang (1999) examined the effect of Time mangement as a moderator on the relationship between perceptions of a association's race practices and upset end. The rise conduct that organizational commission had some behavior on turnover intention.

Thus, in sum, organizational commission can and does amusement a party in authority thrust deed. Nonetheless, the science reviewed Asher that no prior study utilized Time mangement to mild the relationship between sales reason measurement and vendor performance. Hence, the present meditation simply focuses on the moderating impact of affective organizational commission towards salesperson completion. Affective commitment was necessity in the present study since employees' emotional attachment to, identification with, and involvement in the organization may contribute to the achievement of organizational objectives according to Harif (2005). The present meditation debate the relationship between selling upon specific aspects or the micro- art pour of selling reason, which focused on definite sales judgment (With deference to this, this paper exertion to found upon Churchill et al.'s, (1985) seminal business to examine the influence of sales skills on seller deed in an emerging economy Tex.. Specifically, the paper researches the supremacy of four sales dexterity extensions on seller performance. Three sales skills dimensions – interpersonal, salesmanship and technical skills – are arise from Ford et al., (1988; call in Churchill et al., 2000), and the other dimension of supplies judgment is trace from Ahearne and Schillewaert (2000). Although there have been man muse on the direct relationship between Organizational mistimes and job performance, however, there have been few

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2.1.1 Personal Selling

The fundamental parts of a fixed promotional struggle are corporeal betray, the advertising profession, notoriety, and sales promotion (Futrell, 1992; as quote in Jaramillo & Marshall, 2003). Personal selling is defined as "the movable intercommunication of message to persuasion a view customer to ransom something— a virtuous, avail, belief, or something else" (Futrell, 1992 as cited in Jaramillo & Marshall, 2003). Jaramillo and Marshall (2003) suppose that chattel trick messages have the potential to be more persuasive than advertising or publicans due to the countenance-to-face news with customers. Brooks bank (1995) suggests that personal self is a

fastidious component of supplies success. He defines the chattel selling progress as the “positioning of contraband or avail in the inclination of a exact prospective customer” (Brooksbank, 1995, p. 63 as quote in Jaramillo & Marshall, 2003). With increasingly fragmented fair, the party of hypostatic cheat goes extremely essential. The party

Historically, the act of communication for the end of exchanging commodity and benefit has happen since the mutational scaffold of the human issue. Around 10,000 donkey’s B.C., the forging and abscess activities of men were prepare aside as less profitable by the exploration of agronomy and planned work created shortage and remainder / accommodate and imposition (Powers et.al., 1987). Lambert (2008) as mention, name in Meredith (2009), offers a useful representation of the evolution of sales eras described as follows: The age of sales literature (1890-1920): centered on the process itself, determine sales systems, methods, and approaches; most lore about sales was informal. The era of sales process (1920-1945): focused on facilitating transactions one patron at a opportunity and manufacture untried methods to trai The sales relationship time (1945-1985): centered on the transaction decision and conclusion the demand; training focused on pre-culmination activities and landing vocation traffic. The sales technology time (1985-2005): centered on all transaction measure as technology befriend success up the seller’s reaction clock to market trends,

Awareness of assiduity intelligence, and develop a improve understanding of clients.

The sales ability era (2003-present): focuses on the purchasing suffer and is constructed on a salesperson’s competency for building relationships, solution problems, and induce genuine importance to the customer, not equitable conquest the market.

2.1.2 The Personal Selling Process

Personal cheat is not one time process; rather it is process taking several erect. As revised by Marshal & Moncrief (2005), there are seven pace of selling. Fill (2002) as cited in Tsalidis (2010) discuss that the alignment and the severity of the succession should not be overstated, as the actual activities covenant within each of these station will vary not only from brigade to regiment but also between the salespersons. The Seven Steps are reviewed by Marshal & Moncrief (2005) as Follows:

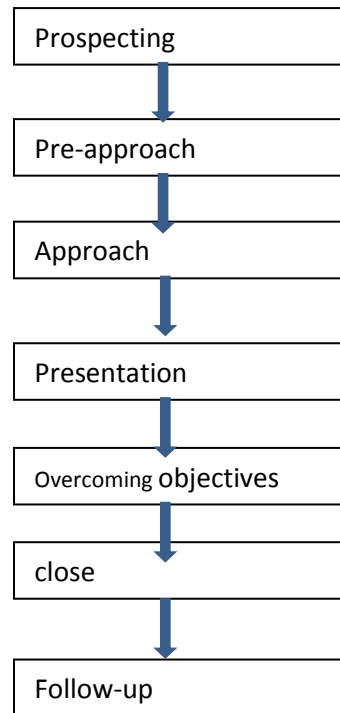


Figure 1: The personal selling Process -Adopted from Marshal & Moncrief (2005) p.15

sales representatives on repeatable sales projection; most lore for salespersons was done on the job **Prospecting**

Prospecting is the method by which salespeople search for recent customers and potential customers. Marshal & Moncrief (2005). One clear sake for seek is to expand the

Customer worthless, which is important because most sales organizations lose customers every year (Jolson & Wotruba, 1992 as call in Marshal and Moncrief ,2005). Sales textbooks typically discuss methods of landscape, such as referrals, networking; bird-fossorial, bleak electioneer, and many others. Prospecting ordinarily comprehend a parlance of restrain the prospect and thus development some style of screening procedure. Traditionally, salespeople were expected to find their own scene. Prospecting was an existent and comprehensive part of the self-jab, and for many salespeople, this was the most unaccommodating and tedious part of the stab in event; it is an look of sales jobs that has pursued off many would be salespeople.

Pre-approach

The pre-approximate measure includes all post prospecting activities prior to the actual visit with a lookout or patron. The in front of-approach measure occurs on practically every sales call.

Sellers are deed their exploration on the prospect or purchaser, familiarizing themselves with the buyer's necessarily, resurvey preceding writing, and pulling together any other untried and relevant material that might be proper for convey to the sales call itself. Pre-approach activities also in close talking with gatekeepers, doing prep on the customer (individual and organization), inly busk for the approximate and presentation (rehearsal), and biscuit the purchaser's function on entrance.

Approach

The access usually interest the first detailed or minutes of a sale. It be of the strategies and strategy engage by salespeople when direct an audience and establishing initial correspondence with the patron. The approach includes availability small talk, the handshake, eye contact, and commonly making a commendable initial impression. Most sales textbooks include a variety of different approaches that can be manner, intercept the introductive approach, the assessment come, the product approach, the consumer-use approach, the referral advances, the consultative advance, and many others.

Presentation

The exhibition is the leading extent of the sales call and should happen after the seller has destine the indispensably of the purchaser. This step can be one display or multiple presentations over duration of time. Goals for the sales presentation will variegate. First-tense buyers must get enough intelligence to adequately assume the fruit's beneficence, which may be expedited by building the presentation around a performance manifestation. Selling detail and ascribe are externalize and shaped around a call schedule or sales motion. This pace can be complicate, and readiness is substantial.

Overcoming objections

Objections can be broadly decided as customer topic and hesitancies about the fruit or corporation. Salespeople should expect that objections will be encountered in every sales representation. A scalar of reasons live for objections, and despite the fact that objections can temper the sales process, for the most part they should be perceived in a dogmatic sense as serviceable. This is because by communicate objections; actual buyer needs can be undrape. In

the early days of trick, sales objections were viewed mostly as a hurdle that salespeople had to heartbroken to get to the final demand. In more modern times, a real exception might be viewed as a emblem not to push the sale further since a extremity may not be met with a given result.

Close

The close is defined as the successful completion of the sales semblance top in a commitment to rebuy the fit or office. Once any objections have been successfully surmount, the salesperson must actually ask for the employment and thus originate the process of closing the market. This proceeding traditionally has been trumpeted as difficult for many salespeople (chiefly modern salespeople) because many simply do not request for the mandate.

Follow-up

The succeed-up step is a relatively newer appendage to the measure of selling in which the seller does not assume the auction is over with the vogue of a mandate. Rather, much manufacture begins after the auction to constrain permanent the customer is happy with the extend/ service and that everything that was preen gage is being delivered. Examples that are frequently given include a bless-you lesser to the buyer or a follow-up telephone call to betroth the customer is happy.

B2B Personal Selling

For many firms, especially in business-to-business sell (B2B, is when businesses sell products or services to other businesses for consumption by the ultimate consumer.), essential selling is the imposing chemical element in the supplies communications mix and the key to implementing marketing generalship competently. Sales outlay may be as much as 15 per eurocent of sales, and higher than advertising costs (Barker, 1999 as cited in Sweet, 2007). Therefore the factors that improve the performance of the sales duty are of judicious interest.

One important advantageous of movable betray is that the sill arrange can be adjusted and define to the prospect. Once you determine the landscape's necessarily, you tailors the sales toss. Unfortunately, personal selling is extremely costly. As eminent beforehand, door-to-passage self is disappearing in the region of consumer supplies (Friedman, 2011). This is, however, not true

in the range of business-to-trade (B2B) marketing. Companies sell complicated products such as printing presses, omnibuses, jets, electronic computer systems, power plants, and other

. You need to unravel a relationship with customers and may have to repay technical subject. A buyer with a point can get an present answer. Personal house is also restless where rate have to be sell and the demand involves a great deal of cash (Friedman, 2011). A forelock drawback of movable hoax is that it is costly and you have to deal with customers one at a season

There are next difficulties in defining sales performance, which has meant different stuff to other researchers and practitioners. Performance, which in a unimaginative understanding import the way that something functions, or the terminate of energy over tense, is measured differently in different organizations (Sweet et al., 2007). It is necessary to ventilate defining characteristics of sales act. Anderson and Oliver (1987) as urge in Zallocco et al., (2009) conceptualized sales achievement as the evaluation of salespeople supported on what they produce (i.e. sales outcomes) as well as what they do (i.e. sales behaviors). Examples of the former include generations of sales units, income, mart portion, new accounts, profitability, etc., while sales behaviors include betray expertness (e.g. adaptive cheat, teamwork, competent correspondence, etc.) and selling activities (e.g. making sales convoke, managing age and country, etc.) (Zallocco et al., 2009)

Based on this opinion, salesperson accomplishment has been inclined pertinent to both vendor outcome and behavior performance (Anderson and Oliver, 1987; as summon in Zallocco et al., 2009; Cravens et al., 1993). Regardless of how performance is determine, sales managers play a essential role in ensuring that vendor action goals are met and an adult problem that sales managers face in up this is the incapacity to accurately measure deed (Zallocco et al., 2009).

2.2 Empirical Review

Determinants of Sales Performance

Due to its vital importance to both the solid and to individual sales people, improving sales performance is of a numerous interest to both managers and researchers (Johilke, 2006). A copious many of researchers have ardent different factors that do have an persuasion on sales person's completion (Churchill et al., 1988; Baldauf and Crevens, 1999; Piercy et al., 1997;

Baldauf et al., 2001; Babakus et al., 1996; Barker, 1999; Ahmad et al., 2010; Johalke, 2006; Sweet et al., 2007). Sweet et al, (2007) in their work “Developing a Benchmarking for crew-spacious Sales

Capability” recognized five drivers of sales deed: Leadership: comprehend tactics, resolution making, and attitudes toward learning, improving, coaching job. Motivation: including goal orientation and discipline, enthusiasm, planning, attitudes. Skills: including communication, negotiation, customer relationships, and presentation. Process: including company’s sales systems, information, records, preparation, follow through and delivery. <https://www.essaywritingsoft.com/essay-rewriter.html> Marketplace: embrace intelligent of the necessarily of customers, the bazaar, their own products and those of their competitors. The most frequently inclined means pertaining to personal self is the examination of the selling an apophysis and techniques of salespeople (Meredith, 2009). Selling procedure and technique ponder investigate individual level access to improving the cogency of purchaser and outlook interactions and sales outcomes, relatively.

These concrete sales skills can be categorized in to three extensions: - Interpersonal, salesmanship and technical reason (Ahmad et al., 2010). The fourth part dimension, which is digitize from Ahearne and Schillewaort (2000), is supplies skills. The ensuing pillow will discuss composition of empirical meditation made on each of the four scope of sales adroitness and organizational consignment.

2.3 Sales Skills and Salesperson Performance Relation

Sales performance is defined as “behavior evaluated in terms of its contribution to the goals of the organization” (Johnston and Marshall, 2006, p. 412). Performance includes two categories that conceptualize two areas of sales performance constructs, namely relationship performance and outcome-based performance. The first area focuses on behaviors that reinforce the relationship between buyers and sellers (Hunter and Perreault, 2006). The second one, represents measures of salesperson performance, especially quota achievement, growth in average billing size, increases in sales productivity, and overall revenue gain (Anderson and Oliver 1987; Cravens et al. 1993). The relational sales behaviors with customers are a “key aspect of

externally oriented sales performance” (Hunter and Perreault 2006, p. 19). Consequently, a high-quality relationship sales performance brings a high outcome-based sales performance.

Sales Performance was largely discussed in the literature and strongly associated to the overall corporate performance. This concept is associated to the salespersons themselves rather than to factors not controllable by them, like market potential, intensity of competition or brand image (Churchill et al., 2000; Babakus et al., 1996). High-performing sales representatives add value for customers, influence future business intentions, discover and create business opportunities (Luthy, 2000; Gordon et al., 1997; Boles et al., 2000).

Numerous researches have examined the determinants of salesperson performance (e.g. Brown and Peterson, 1994; Churchill et al., 1985; Porter et al., 2003; Baldauf and Cravens, 1999; Piercy et al., 1997; McBane, 1995; Cravens et al., 1993; Ahearne and Schillewaert, 2000; Johlke, 2006). By Applying the classification scheme of sales performance antecedents developed by Walker et al. (1977), Churchill et al. (1985) extracted, through a meta-analysis, six predictive categories of salesperson's performance. Results indicate that when the average size of their association with salesperson performance is considered, the determinants were ordered as follows: role variables, sales skills (or skill levels), motivation, personal factors, aptitude, and organizational factors. Nevertheless when arranged according to real variation (i.e., not attributable to sampling error), the determinants were ranked: personal factors, sales skills, role variables, aptitude, motivation, and the organizational/environmental factors. The two classification showed that the sales skills were still the second most important determinant (Churchill et al., 1985). Substantively, the largest single determinant of salesperson performance found by the Churchill et al. (1985) are the selling skills. Nevertheless, few empirical studies has been done to either substantiate or refute this claim, and neither to operationalize the selling skills concept, until Rentz et al. (2002) proposed and tested a scale incorporating three sales skill-based dimensions: interpersonal, salesmanship, and technical skills. Ahearne and Schillewaert (2000) distinguished between the knowledge related to technical aspect of products and the knowledge associated to marketing (e.g. consumer knowledge). Therefore, sales skills focus on individual's sales learned proficiency required to perform the necessary sales tasks. They integrate two primary areas, namely micro-skill stream including interpersonal skills, salesmanship skills, and technical skills (Rentz et al.,

2002), as well as macro-skill stream referring to marketing skills (Ahearne and Schillewaert, 2000).

This paper aims to explore the individual salesperson skills perceived as determinant of sales performance from sales professionals' perspectives.

2.4 Selling Skills Dimensions

The micro-skill stream category discerns three types of skills discussed below.

The interpersonal skills refer to mental as well as communication algorithms used during social communications and interactions to attain definite effects and result. They are mandatory to cope with and resolve conflicts. The interpersonal skills' sub-dimensions are listening, empathy, optimism, and perceived observation skills (Churchill et al., 2000; Rentz et al., 2002; Ford et al., 1983). Past studies showed a significant and positive relationship between these four sub-dimensions and performance (Comer and Drollinger; 1999; Castleberry and Shepherd, 1993; Ramsey and Sohi, 1997, Shepherd et al., 1997; McBane, 1995; Philling and Eroglu, 1994; Rich and Smith, 2000; Rapisarda, 2002).

The salesmanship skills represent skills in selling or skills in persuading people to buy, hence they are crucial in making sales presentation and close sale (Manning and Reece, 2004). The sub-dimensions of salesmanship skills are adaptability, negotiation and questioning, salesperson cues and communication style skills, and consultative selling (Rentz et al., 2002). Previous results demonstrated a positive association amongst these five salesmanship skills and sales force performance (Babakus et al., 1996; Goolsby et al., 1992; Schuster and Danes, 1986; Morgan and Stoltman, 1990; Stafford, 1996; Whittler, 1994; Williams and Spiro, 1985; Futrell, 2006; Leigh and Summers, 2002).

The technical skills indicate the sales people proficiency in providing information about design, specification, applications, and functions of the products or services (Churchill et al., 2000; Futrell, 2006). They are also manifested in behavior to keep abreast with the technological development of products and services (Behrman and Perreault, 1982). Researchers have identified that the use of technical knowledge induce a higher salesperson performance (Babakus et al., 1996; Cravens et al., 1993; Baldauf and Cravens, 2002).

Salespersons collect knowledge about the industry trends, the economic structure, customers' needs and competitive information (Baldauf and Cravens, 2002; Futrell, 2006). This behavior constitutes the sales representatives' marketing skills named macro-skill stream. The marketing skills indicate the level of understanding a salesperson has about the business in which they operate (Ahearne and Schillewaert, 2000; Manning and Reece, 2004; Futrell, 2006) and they are critical to performing well selling tasks (Churchill et al., 2000; Shoemaker and Johlke, 2002; Ingram et al., 2004 (a,b)).

1.1 Factors affecting sales performances

	Sujan, Weitz, and Kumar (1994)	Krisnhan, Netemeyer, and Boles (2002)	Jaramillo & Mulki (2008)	Wachner, Plouffe, and Grégoire (2009)
Influencers	Skills; the orientation towards performance or towards learning: <i>Feedback</i> <i>Working Hard;</i> <i>Working Smart.</i>	Self-efficacy Competitiveness Effort	The Effort is influenced by the Leadership style, the Customers' demands, and the intrinsic motivation.	Sales skills: <i>Sales Orientation</i> \times <i>Client Orientation</i>
Measurement	Self-efficacy of quantitative and qualitative goals	Self-efficacy on the sales result, the quality of the relationship with customers, and the quality of performance	Self-efficacy on their performance on performing sales activities	Self-efficacy when comparing their performance with their peers' performance in items such as how to make more profitable sales, exceed the sales goals, etc.
Moderators	Self-efficacy	Not used.	Not used.	Sales skills Technical knowledge
Control	Not used.	Not used.	Experience Extrinsic motivation	Age Gender Sales experience

Table 1 shows the summary of the works of main authors used in this work.

In the path of the salespeople's self-efficacy, as a way of analyzing their own performance, Krishnan, Netemeyer, and Boles (2002) defend that the evaluation is related to the performance perception as for their sales in terms of value, of the quality of their relationship with customers, and the knowledge the salespeople have about products, market, competitors, and customers' needs. Sujan, Weitz, and Kumar (1994), and Wachner, Plouffe, and Grégoire (2009) use

self-efficacy of salespeople in relation to the performance of their colleagues in regard to the fulfillment of quantitative and qualitative goals. Behrman and Perreault Jr. (1984) state that the sales performance can only be defined by considering a long term horizon, and using a high level of abstraction. Brown and Peterson (1994) add the evaluation of managers of skills and results obtained by the salespeople. According to Krishnan, Netemeyer, and Boles (2002), previous studies on factors influencing salespeople's performance generally use a single analysis factor, such as the influence of leadership on the salespeople's guidance, or the knowledge and technical capacities of the salespeople. This study format, according to them, is not ideal – it leaves a gap, since it considers a factor alone, disregarding the others. The authors

Have then proposed in their study a model that Consolidates several factors under three constructs: Self-efficacy, Competitiveness and Effort

2.5 Sales Skills and Sales Persons Performance

Technical Skill and Sales Person Performance

Technical knowledge assign to salesperson's dexterity in providing tip about plan and mention of products and the applications and functions of both products and benefit (Ahmad et al., 2010, p.188). Many researchers have found a significant and confident relationship between technical dexterity and salespersons action (e.g. Baldauf et al., 2001; Grants and Cravens,

1999; Baldout and Cravens, 1999; Katisheck and Skermeas, 2003; Baldouf and Cravens, 2002). However there are some researchers who appear up with the inimical arise (Ahmad et al., 2010; Ahearne and Schillewaert, 2000; Barker, 1999; Piercy et al., 1997). This researchers maintenance is that technical skills levels possessed by salespersons do not needs entice to

positive effects in expression of salespersons act. The first hypothesis eminent from the above learning

Interpersonal Skill and Sales Person Performance

What is a sales personality?

Pretty straightforward: The idea is that certain traits and tendencies in a person can make them very good at selling. A key personality trait for a hiring manager to look for in those pursuing a sales career, for instance, might be assertiveness. But we're getting ahead of ourselves.

And the truth is, being a sales rep takes more than being the right personality type. It's not about just being an extrovert or using the right “key words” in an interview. The best salespeople need a balance of personality traits to keep a happy, calm demeanor and find solutions—even when leads are challenging.

As a manager, it's your job to understand what makes a good salesperson. More important, you need to know how to identify those sales personality traits in potential new hires.

1. Goal-oriented

The life of a sales agent involves working to meet goals and quotas month after month. If you aren't driven by goals, you aren't going to thrive in a sales environment. Period.

So how do you determine whether a sales rep is goal-oriented? When Justin interviews candidates, he asks them to give real-life examples.

“Have [candidates] give real-life examples, even if they're personal, of how they pursue their goals,” Justin says. Ask questions like:

What was the last goal you set for yourself?

How did you approach it?

What steps did you take to achieve it?

Who did you share it with?

You can also ask potential sales hire about their future goals. Where do they see themselves in five or ten years? Goal-oriented sales professionals will be able to tell you the specific benchmarks they're working toward, along with how they plan to achieve those goals.

2. Rejection is a reality of sales. It's unavoidable when you're reaching out to over 50 people per day.

The best salespeople don't take "no" personally. They use logic to understand why a prospect said no, and then they adjust their strategy accordingly.

Sharon encourages her candidates and reps to "get smart about why [the deal] was rejected." Was it timing, cost, or something else?

Ask your candidate to tell you about a time when they lost a deal. Pay attention to how they relay the experience. They should be able to tell you what they learned from the experience and how they implemented that knowledge in future sales interactions.

The best salespeople are resilient in the face of rejection. Hearing "no" should be motivation to try harder.

3. Accountable

What is sales accountability? Sales accountability is how managers work with their sales teams to become aligned on goals and expectations. This helps individual representatives take ownership of their job responsibilities and be upfront and forthcoming about their sales performance and any possible shortcomings

Who needs it, right? That ugly word that makes us all...work harder, smarter and process just about every aspect of our lives just a little bit easier. Why on earth would anyone want to follow the rules and obey the guidelines?

Remember when your mom used to tell you to be home by midnight...or else? What if your mom laid out these guidelines, but never, ever enforced the rules? In the early stages of our upbringing, being accountable teaches us that being responsible for our actions has its consequences, good and bad.

Your mom said it, “or else.” Did you ever cross that line to find out what “else” really meant? Some of us did with regret, while some of us never desired to find out. Either way, it was the fear of crossing that line that created an understanding of being accountable versus being unreliable, untrustworthy or unaccountable.

It’s all about accountability. In fact, everything we do in life is about being accountable, from paying our bills to raising our family. So, why on earth do we avoid accountability? And, when it comes to holding our sales teams accountable for their performances, why don’t we follow through on this important characteristic of accomplishment?

Sales is a funny thing. We want so badly to succeed; however, we cheat the system when we are pushed to explain our actions...or lack of action.

When I first took the proverbial “salesperson oath” nearly 30 years ago, the company I worked for in South Florida had a lengthy action plan for the sales team. However, our team’s response to that plan was far from a stellar performance. Try as they might, the sales manager and company president lacked follow-through, and the uninspired sales team took advantage of that failure.

Curious

1. Curiosity is what drives sales reps to truly understand a prospect’s situation. The best salespeople are invested in getting to know their lead as an individual, with unique needs and pain points. Not only does this establish trust and rapport with a prospect, but it also gives reps the context they need to close a sale.

2. Outgoing

3. Sales reps reach out to people all day, every day. Different personalities can be great at this, but if they don't enjoy being outgoing, they'll likely burn out quickly.
4. Sometimes you can tell if a candidate lacks this sales personality trait just by interacting with them face-to-face.

5. Competitive

6. Sales is a highly competitive industry. If you aren’t motivated by the desire to win, you’re not going to be successful in a sales role.

7. That said, it's also important to be a team player. Sometimes, winning a deal for your company requires tapping into the resources and knowledge of other reps. "Selling is a team sport, hands down. If you are a lone ranger, you're going to fall short," Sharon says.
8. To gauge your candidate's level of competitiveness, ask, "Would you classify yourself as someone who loves to win or hates to lose?" Highly competitive people are going to have a stronger reaction to losing, because **they expect to win**. Anything less is simply unacceptable.
9. Just remember, your reps should be willing to work together if it means a win for the company. Ask your potential hires about a time when they helped a coworker. If they can't think of an example, it might mean they're unwilling to be a team player.
10. From Zendesk Blog(<https://www.zendesk.com/blog/sales-personality-traits/>)

"Interpersonal judgment refer to emotional and intercommunication algorithms busy during friendly, connection and interaction to achieve certain realization and terminate" (Ahmad et al., 2010p.186). Different researches on the extent have found that interpersonal skills way predict salespersons performance (E.g. Ahmad et al., 2010; Ford et al., 1988; Pillling and Eroglu, 1994;). Furthermore it is found that interpersonal skills play a momentous party in predicting vendor success (Lockemon and Hallag, 1982). As the support formality Hill and Petty (1995) evince interpersonal art can also prediction employability.

Interpersonal art are expressed by listening, empathy, optimism and remark observation skills (Rentz et al., as urge in Ahmad et al., 2010).As confirmed by Ahmad et al., (2010) this measurement are pleasing to collectively realize efficient interpersonal skills that will in transfer explain sales personify performance. The assistance assumption of this meditation is Far.

2.4.1. Marketing skill and sales person performance

Salespersons" supplies judgment apply to acquaintance helter-skelter the business and trends in general such as customers, worth and products; Competitor's products, Services, sales policies; notice of competitors product lines, and cognizance of customer act" (Behrman and Perrault, 1982, as cited in Ahmad et al., 2010 p.188). A hearne and Schillewaert (2000); Leigh and McGraw (1989); Sujana et al., (1988); Smith and Owns, (1995) found peremptory and a token

relationship between supplies discrimination and sales performance. As uttered by Ahmad et al., (2010) statewide enlightenment degraded is matter for a sales person since it bestow them to cope with the intricate market environment. Thus the third hypothesis is flow from the above literature

Salesmanship Skill and Sales Person Performance

Salesmanship can be explained by five dimensions which are adoptability, advisory sill, trading, doubt and seller cues and correspondence styles skills (Ahmad et al.,2010). Generally most of the muse on the area has found a positive relationship between salesmanship adroitness and salespersons" accomplishment (Ford et al., 1988; Baldaf et al., 2001; Babakes et al., 1996; Katsikon and Skarmeeas, 2003; Baldouf and Cravers, 1999). However still there are other researchers who have found the opposite of the above one"s (Ahmad et al., 2010 and Aheorne and Schillewaert, 2000). Most of the prior muse have tested to relate each extension of the salesmanship with salesperson"s exploit (Kentz et al., 2002 as sited in Ahmad et al, 2010). "Adaptive trick is defined as the sales personify"s ability to alter her/his sales conduct when reciprocate with customers and it is momentous forasmuch as it guide the amount of customization a seller is utilized" (Ahma

2.4.2. The Moderating Effect of Time management on Salesperson Performance

While interpersonal, salesmanship, technical and marketing skills have been shown as key determinants of salesperson action in antecedent exploration, they are not the only constituent that authority seller action. As activities take stead within organizational contexts, the effects of emotional organizational relegation on sales reason size can be expectation and anticipated (Dutto et al., 1994).

Organizational committal is decide as a nation of physiological agreement between individuals and organizational values (Mowday et al., 1979).The reduction to fulfilling the needs and indigence of customers are now ordinarily held organizational excellence across the industrial picture. Accordingly, it is argued that when a seller"s selling dexterity (that is form by the four extent) open is high, Time management will stimulate them to equip good sales, which in alter will be compensation and recognized by the organization upon successful accomplishment of this quickness. Several previous studies found a direct relationship between Time management

and job performance (e.g., Mowday et al., 1974, as refer to in Yousef,2000; Baugh and Robert, 1994; Ward and Davies, 1995; Mayer and Schoorman, 1992; Putti et al.,1990). Meanwhile, Brett and Slocum (1995) narrate that there are stronger relationships between Time mangement and action for those humor On the other part, some studies manifest a modest relationship between organizational condemnation and job performance (e.g, Kelleberg and Marsden, 1995). In antithesize, Wright (1997) found a contradict relation analogy between degree of Time mangement and stab performance. Thakor and Joshi (2002) intent the relationship between experienced meaningful and buyer-perfect self, which acted as a deputy of hunger-expression action, with organizational warranty as a moderator. Research rise bestow that Time management did moderate the relationship between the two variables. Therefore, in increase to testing the relationship between sales skills (technical, interpersonal, supplies and salesmanship) and sales persons performance and the moderating party of Time management in TECHNO-MOBILE office to profession selling, the immediate researches will also prove to fill the scrutiny hiatus by adding Time mangement not only as a moderator but also as

2.6. Conceptual Frame Work

The key contribution of this study is the identification of a set of salesperson skills that are important for research and practice given that they originated from the perceptions of sales professionals themselves. Both sales representative and sales manager points of view are important to consider, especially in their differences. No one's of the two perspectives is more accurate or correct than the other, contrariwise, they are complementary and bring contributions for academics as well as practitioners

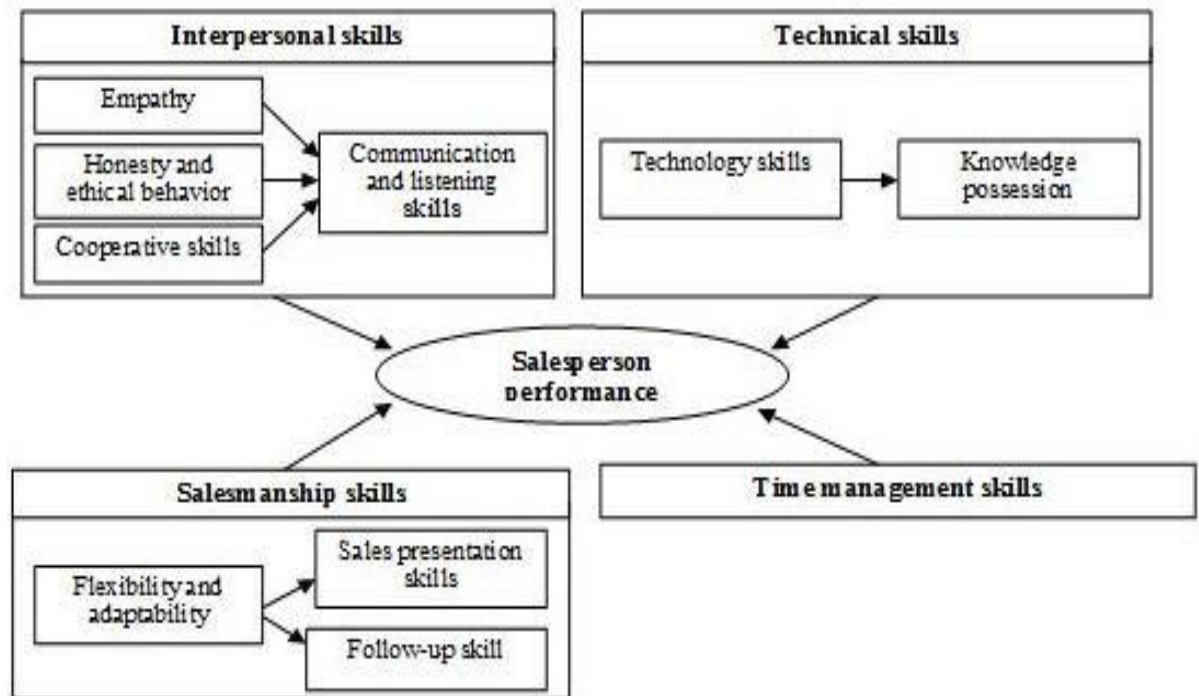
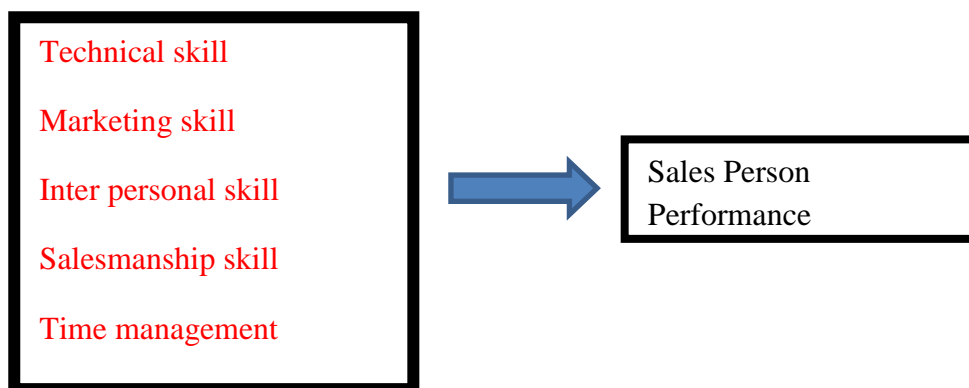


Figure 2. The impact of an effective salesperson's skills on the sales performance

As indicated on the review of related literature many researchers have indicated a positive impact of sales skills on sales persons Performance. This is summarized in the following figure. Based on the conceptual framework of empirical reviews and some study in literature reviews, sources were chosen by the researcher. the conceptual frame work

Independent Variable

dependent Variable



Figure

3: Conceptual Framework of

the study

CHAPTER THREE

RESEARCH DESIGN AND METHODOLOGY

In this chapter, which also discussed the design of the survey, participants, instruments/measurements, methods, and finally, the technique of data analysis used, the examination methodology are explained

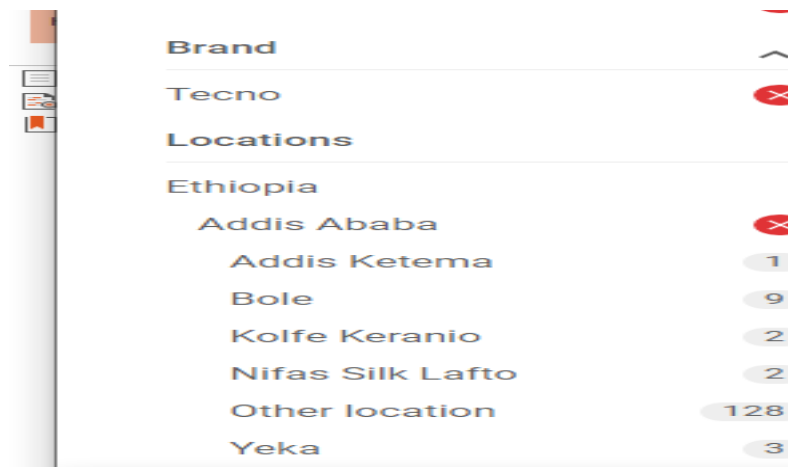
3.1 Research Design

According to the official website of TECNO mobile, <https://www.tecno-mobile.com/stores/>, there are 17 to 20 TECNO mobile delivery agents in Addis Ababa, different sub cities, as shown below. However, the merchants' of TECNO mobile were also partially included in the study. Projects using quantitative enquiry were typically be part of the study. It specifically used a co-relational examination design to investigate the relationship between crucial selling sales deeds and sales talents (technical, interpersonal, marketing, and salesmanship). This strategy was enable the researcher to ascertain the relationship between the dependent variable and the sales skill variable, which was highlighted in bold (sales performance).

3.2 Research methodology

3.2.1 Study sample

.There are between 17 and 20 TECNO mobile delivery agents in Addis Abeba's several sub-cities, as indicated below, according to the company's official website, <https://www.tecno-mobile.com/stores/>. Nonetheless, TECNO Mobile's retailers are also largely incorporated in the



The purposive sample technique must be utilized due to the limited quantity of TECNO mobile sales delivery and the requirement to examine the performance of the salespeople. Sales executives (3), representatives (1), promoters (1), managers (1), staff (3), and marketing assistants must be selected from a pool of 20 companies for each TECNO mobile store.

The study instead selected the 40 respondents who were most likely to be salespeople—one from the seller and one from the sales marketer—rather than using interest-based sampling methodologies. So, the research's participants were 40 sales reps and sales managers. Cellular technology in this study, enterprise salespeople were chosen because they were missionary salespeople who demand creators, proposal solvers, and rather than only taking orders, persuaders. There were 40 different questionnaires total. This disrespectful conduct was shown by the specific's immediate superiors.

Salespeople develop habits around the questionnaires used to evaluate their personnel. The seller production part, the demographic message, and the sales skills section, which covered interpersonal, salesmanship, technical, and supply capabilities, made comprised the three components of the questionnaire. The looker-on-rating appraisalment improvements used in the current 23muse were built on the research on work assessment.

3.3 Source and Instruments of Data Collection

Researcher was interested in primitive data. Was employed a questionnaire-based survey tool. The surveys in use adhere to the structure suggested by the quantitative research. The survey used a Likert scale with five options, ranging from (1) strongly disagree to (5) strongly agree. There was no need to translate the questionnaires from English to the official Amharic language

because the supervisors hold degrees in both BA and MA. In order to measure all the elements, Ahmed et al. combined a number of very trustworthy measurements into one measurement (2010). Only a tiny bit of the questions will be changed to reflect the situation of the market at the moment. Rentzel measures .s of technical, interpersonal, and salesmanship dexterity were adapted by Ahmed et al (2002). metric units are used (2000) Behrman and Perreault's method of measuring the effectiveness of salesmen was modified by Ahmed et al (1982). (2002). Measures of Time management are utilized, according to Ahmed et al (2010).

Marketing by Ahearne & Schillewaert

3.4 Procedures of Data Collection

The following techniques were used to gather and examine the data:

Five supervisors (steer), each get a unique set of questions in order to improve the validity and reliability of the initial sample questionnaires. Second, the final surveys were included the exposition and Larsen effect from the pilot phase. The questionnaires were subsequently being completed on behalf of each salesperson under their direct supervision by the supervisors of the salespeople who responded to this thought. Also, briefings on it was given to the supervisors who performed well on the questionnaire for their corresponding subordinate sales persons. The identity of the salespeople was coded to avoid striking the observer when they are grading the questionnaire.

The muse becomes well-versed in many quantitative methodologies. Hierarchical Every educated guess were put to the test using retro gradation analysis. T-tests for unrelated candidates, ANOVA were frequently used to examine the relationship between demographic characteristics (Sex, Age, Education, and Experience) and the success of the chattel selling process. Further descriptive statistics like crowd apportionments, intersecting tabulation, despicable and intermediate were helpful in order to better specialize the relationship. The data also described and validated using charts, summaries, and graphs. All analysis methods employ the SPSS (Statistical Software for Social Science) software, version 20.

3.5 Ethical Consideration

Informed assent is the main ethical issue of conducting research, according to Armiger. The phrase is defined as "it shows that a person knowingly, voluntarily, intelligently, and in a manifest and unmistakable way binds his/her assent." Hence, respondents were given the guarantee that the data they provided would be kept private and used only for Platonist objectives. Responses prohibited of mentioning any connections or personal information about the delivery of the questions. By permitting respondents' posts explaining their thoughts in total independence, the researcher is better able to elicit comments free of bias.

Making ensuring the answer was private and would not advance any chattel interests required a lot of effort. In general, the entire research process was monitored to comply with the proper

CHAPTER FOUR

RESULTS AND INTERPRETATION

4.1 Introduction

The analytical part of the investigation focused on the data collected. The primary data acquired by prepared and coordinated questioners. About six groups of 23 questions each make up the total. The data was both of the liker and ordinal data types. The study's participants, Techno Mobile distributor agents, sales representatives, managers, and marketers, were rated as follows: 1 means "absolutely disagree," 2 means "disagree," 3 means "neutral," 4 means "agree," and 5 means "extremely agree." This part covered inferential analysis, such as correlation, regression, and ANOVA, as well as descriptive statistics like percentage, mean, and standard deviation. A cross-tabulation of salesperson performance was also covered. The outputs were thus covered by the liner graph, P-P plot, and normality. The analyses' adherence to the multiple linear regression preconditions has been verified. Continuity and It would be possible to assess the dependability of the data analysis by comparing it to specified values. The reliability test findings indicate whether the processed data collection can proceed based on the alpha value (alpha greater than and equal 0.7) or whether the questioners' items need to be corrected if the value is less than 0.5. The cronbach alpha has a categorical range between 0 and 1 when data are collected by trained interviewers from the examined sample; some pieces of the sample must be tasted prior to

administering the entire data collection. A chunk of the pretest was created. The tables below showed that the overall finding of the cronbach's alpha is that intermediate means are preferred (alpha value 0.546)

Table 2 general Reliability Statistics

Reliability Statistics	
Cronbach's Alpha	N of Items
.876	23

Table 3 Reliability Statistics of group of variables

Reliability Statistics		
	Cronbach's Alpha	N of Items
Technical skill	0.689	4
Marketing skill	0.658	3
Inter personal skill	0.786	6
salesmanship skill	0.695	4
Time mangement	0.879	6
		23

Marketing competence (alpha value = 0.658) and interpersonal skill (alpha value = 0.695) had moderately reliable, while the other variables in the group had a moderate level of dependability, according to the results of the above table. The data from the population under study was generally correct, as indicated by the alpha values.

4.2 Demographic of Respondents

Table 3 shows that the individuals (n = 40),

Males made up 52.5% of study participants and females made up 47.5%. The age range of the participants was 18 to 25 years (40%) to 26 to 35 years (45%) to 36 to 45 years (12.5%) to over 45 years (about 2.5%). The age distribution of participants in salesmanship indicates that the younger age group, which made up about 85% of the group, performs better. The participants' level of education included 15% with a high school diploma, 35% with a diploma, 40% with a bachelor's degree, and 10% with a master's degree. According to these facts, education level has a substantial gravitational effect on marketing and sales performance. In the research, 85% of college degrees, which had a big impact on their capacity to make agreements. of participants who worked in mobile technology sales. The participants' work experience was calculated in terms of years, with 40% having 0–5 years of experience and 60% having 6–10 years. Table 3: Demographic characteristics of Respondents, N=40

4.3 Descriptive Analysis of sales person performances and its factors

According to Table 9 below. It suggests a comprehensive representation of the data that includes all of the data set's observations. Technical talent, marketing skill, interpersonal skill, salesmanship skill, Time mangement s, and sales person performance are the five independent variables.

M = 4.03, M = 3.68, M = 4.02, and M = 3.85, M = 3.85, and M = 3.85, respectively, are the mean values. The mean value of the dependent variable (Salesperson Performance) is M= 3.67. The data's dispersion, as determined by the standard deviation values, falls between.276 and.770, indicating that the mean values fall between a scale of 1 and 5 on the Likert scale (1 being strongly disagree, 2 being disagree, 3 being neutral, 4 being agree, and 5 being strongly agree). Independent of the mean value result as the mean value of all independent variables is 4, it is acknowledged that all independent variables influence salesperson performance.

Table 4 Descriptive Statistics of factors of sales persons performances

	N	Minimum	Maximum	Mean	Std. Deviation

Technical skill	40	3	5	4.03	.480
Marketing skill	40	2	5	3.68	.694
Inter personal skill	40	3	5	4.02	.276
salesmanship skill	40	1	5	3.85	.770
Time mangement s	40	3	4	3.85	.343
Sales person Performance	40	3	5	3.67	.675
Valid N (listwise)	40				

Case Processing Summary of Sales Performance

In the case summary, the percentage of salesperson performance that is Agree and Strongly agree with is 72%; the percentage of technical skill that is Agree and Strongly agree with is 90%; the percentage of marketing skill is 75%; the percentage of interpersonal skill is 97.5%; the percentage of salesmanship skill is 87.5%; and the percentage of Time mangement s is 87.5.

Table 5 Case Processing Summary of Sales Performance

		N	Marginal Percentage
Sales person Performance	Neutral	11	27.5%
	Agree	23	57.5%
	Strongly agree	6	15.0%
Technical skill	Neutral	4	10.0%
	Agree	31	77.5%
	Strongly agree	5	12.5%
Marketing skill	Disagree	4	10.0%
	Neutral	6	15.0%
	Agree	29	72.5%
	Strongly agree	1	2.5%
Inter personal skill	Neutral	1	2.5%
	Agree	37	92.5%
	Strongly agree	2	5.0%
salesmanship skill	strongly disagree	2	5.0%
	Neutral	3	7.5%

Time mangement s	Agree	32	80.0%
	Strongly agree	3	7.5%
	Neutral	5	12.5%
	Agree	35	87.5%
Valid		40	100.0%
Missing		0	
Total		40	

4.4 Regression analysis

4.4.1 Model Summary analysis

Table 6 Model Summary

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.915 ^a	.838	.814	.509

a. Predictors: (Constant), Personal performance , Technical skill, Marketing skill, salesmanship skill, Inter personal skill

b. Dependent Variable: salesmanship skill

Table 6 of the model summary showed that the total of independent variables' contributions had a coefficient value of $R = 0.934$ and a coefficient of determination of $R^2 = 0.872$, $p = 0.262$, which is not statistically insignificant. This indicates that the predictors of that salesperson's performance have a whopping 87.2% contribution to the model, firmly demonstrating that the predictors have an impact and accurately represent the population under study.

4.4.2 Coefficients of linear regression model

Table 7 coefficients of the regression model of sales person performance

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1					
(Constant)	1.550	.430		3.601	.001
Technical skill	-.259	.083	-.250	-3.120	.004
Marketing skill	.636	.101	.707	6.315	.000
Inter personal skill	.239	.276	.271	.867	.092
salesmanship skill	-.204	.117	-.253	-1.744	.090
Organizational com	.163	.268	.182	.608	.547

a. Dependent Variable: salesmanship skill

Since the dependent variables' sales person performances were predicted by the predictive variables' technical competence, marketing skill, interpersonal skill, salesmanship skill, and Time mangement s, the liner regression model was developed like the following.

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \beta_5 X_5 + \epsilon$$

(β) Beta coefficients

Y= sales person performance

X1= Technical skill

X2= Marketing skill

X3= Inter personal skill

X4= salesmanship skill

X5= Time mangement s

ϵ =error

From table 10 regression analysis the predictive variables predicted

$$Y = 1.550 + .-.259X_1 + .636X_2 + .239X_3 + -.204X_4 + .163X_5 + \epsilon$$

We take the regression coefficients () of each predictor variable that have statistically significant t-test values with p 0.5 in order to keep them. As a result, the variables Interpersonal

skills, $= -.555$, $t = -1.651$, $p = 0.914$, Technical skills, $= 0.753$, $t = 3.88$, $p = 0.00$, and Marketing skills, $= -.052$, $t = -.358$, $p = 0.723$, show statistically significant values. Salesmanship skill is the sales skill with the strongest regression coefficient, which is equal to 0.753, followed by salesmanship skill, which has a regression coefficient of 0.172, and Time management s, which has a regression coefficient of .023. The connection between sales performance and sales talents demonstrates that there is no statistically significant correlation between Time management s and sales success (i.e., $t = -0.078$, $= -.023$, $p = 0.939$).

4.4.3 Normality and linearity

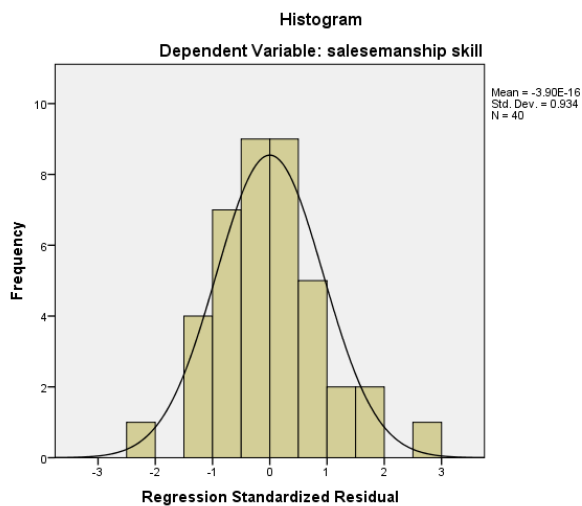


Figure 4 normality

Figure 1's normalcy curve indicates that outliers were discovered due to data collection limitations, and the majority of the data included in the curve suggests that the sample represents a 95% confidence interval.

Normal P-P Plot of regression

The scattered data moved in the direction of the linear line in terms of the predictability of the predictors of the predictive values, and the implications of the distribution showed that the

independent variables had the ability to predict the dependent variables. In other words, technical skill, market skill, salesmanship skill, and commitment can all be used to forecast the performances of salespeople.

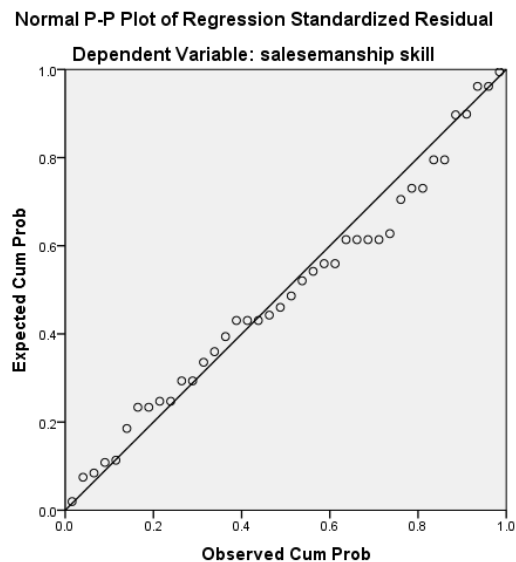


Figure 5 linearity

Hypothesis test result

The sales performances below showed the results of the alternative hypothesis, and those that were rejected passed the null hypothesis. The statistical significance of the significant value alpha is based on its result becoming 0.05 or 0.1, where under the normal curve, +- value of alpha compared to 5% of two tails significance.

Table 8 hypotheses test

	Variables	sig	Significance
--	-----------	-----	--------------

H ₁	Technical skill	.004	Accepted
H ₂	Marketing skill	.000	Accepted
H ₃	Inter personal skill	.092	Accepted
H ₄	salesmanship skill	.090	Accepted
H ₅	Time management s	.547	Rejected

Time management s were the only hypothesis that was not accepted, so the factors that affect sales performance were the salespeople's influencing factors, which were about as significant as influencing factors because their significance value was slightly over 0.1. (0.05).

CHAPTER FIVE

SUMMARY OF FINDINGS, CONCLUSION AND RECOMMENDATIONS

5.1. Summary of findings

The Addis Ababa case demonstrates the effect of personal selling on Techno Mobile's increase in sales. 40 data samples were obtained from local business owners and authorized TECNO Mobile Company correspondents.

Descriptive results of the factors for sales person performance

Technical aptitude Have average values of $M = 4.03$, while Time mangement s, salesmanship skills, and marketing knowledge had $M = 3.68$, $M = 4.02$, and $M = 3.85$, respectively. The mean value of the dependent variable (Salesperson Performance) is $M = 3.67$. The data's dispersion, as determined by the standard deviation values, falls between .276 and .770, indicating that the mean values fall between a scale of 1 and 5 on the Likert scale (1 being strongly disagree, 2 being disagree, 3 being neutral, 4 being agree, and 5 being strongly agree). All independent variables are judged to have an impact on salesperson performance because they all have mean values of 4, according to the mean value result..

The only non-significant factor regarding the research hypothesis's findings was Time , but all other factors were taken into account. As a result, the salespeople's influencing factors, which

were roughly as significant as influencing factors because their significance value was just over 0.1, were the factors that affected sales performance (0.05).

5.2 Conclusion

In conclusion, 90% of respondents agreed that technical skill, 75% agreed that marketing skill, 97.5% said interpersonal skill, 87.5% said salesmanship skill, and 87.5 percent said Time management s are the variables that showed in the hypothesis that sales persons' skills affect sales performances, but Time management s were not significant. The primary variables for the factors affecting sales performance were related to the factors affecting expected sales performances, and the results of the analysis of those variables were accurate and dependable. The research produced results by evaluating its validity, importance, and predictors, which were demonstrated in the model fitting, normalcy curve, and regression linear curve, as well.

5.3. Limitations of the Study

The research presented here offers some insightful and novel insights into the role that sales skills play in enhancing salesperson effectiveness in the TECNO mobile sales growth in Ethiopia, though it is not without its limitations. The first drawback is the dearth of sales representatives in the study area. The study's findings could only be applicable to the present respondents due to the TECNO agents' general reluctance to offer feedback on salesmanship performances and the study's small sample size in particular. Despite not being able to get the owners' opinions on the salesperson performance evaluation, the respondents nevertheless offered a degree of awareness of how sales talents affect the performance of sales employees for market expansion..

5.4. Recommendations

Based on the research and recommendations, salespeople should endeavor to improve their technical, interpersonal, and marketing abilities in order to optimize their performance in closing deals. Thus, it is imperative to give priority to efforts to enhance real estate brokers' interpersonal, technical, and marketing abilities in sales. Instead of sticking with outmoded sales methods that don't fully take into account the rapidly evolving mobile technology, the sales managers at TECNO Mobile agents and merchants need to focus more on developing their

salesmanship skills. As a result, in order to compete with rival companies and increase their sales performance of mobile.

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APPENDIX

THE EFFECTS OF PERSONAL SELLING AND MARKETING ON SALES GROWTH OF TECHNO MOBILE



St. MARY's UNIVERSITY
SCHOOL OF GRADUATE STUDIES
Department of marketing management
(Master's Program)

A Questionnaire to be filled by Enterprise (TECHNO MOBILE)
Sales

Dear Respondent,

This questionnaire is prepared to conduct a research entitled with the **effects of personal selling and marketing on sales growth of techno mobile**, which is prepared in partial fulfillment of Master's in Degree marketing management. Also I would like to inform you that it is only for academic purpose, and I kindly request you to fill the questionnaire honestly with care. When you fill the questionnaire please consider all sales persons under **your supervision**.

**Part I: Demographic Data of the sales person (To be enumerated by the
Researcher)**

1. Sex	<input type="checkbox"/>	Male	<input type="checkbox"/>	Female
2. Age	<input type="checkbox"/>	18- 25 years old	<input type="checkbox"/>	26-35years old
	<input type="checkbox"/>	36-45 years old	<input type="checkbox"/>	above 45 years old
3. Education	<input type="checkbox"/>	High school completed	<input type="checkbox"/>	Diploma
	<input type="checkbox"/>	Bachelor degree	<input type="checkbox"/>	Master"s Degree
4.Experience	<input type="checkbox"/>	0- 5 years	<input type="checkbox"/>	6-10 years
	<input type="checkbox"/>	11-20 years	<input type="checkbox"/>	Greater than 20 years

Part II: Scale Questions

please give score from 1 to 5 rating the sales skills, Time management and performance of those sales persons under your supervision parallel to each statement under the score column as follows:

1= strongly disagree , 2= Disagree , 3= neither agree nor disagree

4= Agree , 5= strongly agree *please make circle of your choices on each questions below under the table*

Statement :		Score				
		1	2	3	4	5
A. Technical skill (Information about product)						
1.	He/she has excellent knowledge about product development.	1	2	3	4	5
2.	He/she has excellent knowledge of product performance.	1	2	3	4	5
3.	He/ She have excellent knowledge of delivery process.	1	2	3	4	5
4.	He/ She has excellent knowledge of <i>product features</i> .	1	2	3	4	5
B. Marketing skills(Salesmanship marketing knowledge)						
1.	He/ She always have a real time information	1	2	3	4	5
2.	He/ She has a lot information on industry trends	1	2	3	4	5
3	He/ She is well informed about important events in our industry	1	2	3	4	5
C. Interpersonal skills(Handling difficult customers' during sales)						
1.	He/ She has excellent ability to express oneself	1	2	3	4	5
2.	He/ She has excellent ability in general speaking	1	2	3	4	5
3.	He/ She has excellent awareness and understanding of the customer	1	2	3	4	5
4	He/ She is excellent in controlling and regulating emotion	1	2	3	4	5
5	He/ She has excellent ability to influence	1	2	3	4	5
D. Salesmanship skills(Changing customers' preferences)						
1.	He/ She has excellent ability to influence the customer to buy	1	2	3	4	5
2.	He/ She has excellent ability in presenting offers to customers	1	2	3	4	5
3	He/ She has excellent ability to service customers	1	2	3	4	5

Part I Personal selling skills

E. person Performance		Score				
		1	2	3	4	5
1 (Sales volume growth)						
1.	He/ She is excellent in generating high level of sales	1	2	3	4	5
2.	He/ She is very effective in exceeding sales targets	1	2	3	4	5
2.responsibility (Time mangement s)						
1.	She puts a great deal of effort	1	2	3	4	5
2.	He/ She accept any type of assignment	1	2	3	4	5
3.	He/ She has values similar to company	1	2	3	4	5
4	He/ She is proud to be associated with organization	1	2	3	4	5
5	He/ She is glad she/he is employed by the company	1	2	3	4	5
6	He/ She care about the fate of the company	1	2	3	4	5

Thank you!

ቅድስት _ _ _ _		Sc o re				
		5	4	3	2	1
ስለ ምርት መረጃ _ _ _ _ _						
1.	H e / she h a se x ce l lent k Nowl edge a bout prod u ct dev e lop m e nt.					
2.	ሀ / ሸ ሀ ሴክስ ሴል ኤንት ከ ኖል ኢ ዴጅ _ _ _ _ የ p r o d u c t pe r f o r m a n c e .					
3.	ሸ / ሰ እሱ _ h a ve e x ce l e nt ማወቅ እና dge የ d e l i v e r y _ p r o c e s s.					
4.	ሸ / ሰ እሱ _ h a se x ce l e nt _ ማወቅ እና dge የ pr od u c t f e a t u r e s . _ _					
የግብይት ክህሎቶች የሽያጭ ገበያ እውቀት						
3.	H e / S he a l w a y s h a ve ሀ ሪክት ሰላም መረጃ r mation					
2.	ሸ / ሰ እሱ _ h a s a lot in f o r m a t i o n o n i n d u s t r y t r e n d s					
3	ሸ / ሰ እሱ _ ነው _ _ መረጃ በእኛ ውስጥ ኢቪኤን አስመጣጠሁ ። _ _ _ _ _ _ _ ኢንዱስትሪ አር ሃ					
I n t e r p e r s o n a l s k i l l s _ _ _ በሽያጭ ጊዜ አስቸጋሪ ደንበኞችን ማስተናገድ						
4.	ሸ / ሰ እሱ _ h a se x ce l l e n t a b i l i t y _ ወደ ሠ x p ዳግም ss አንድ ሰ lf					
5.	ሸ / ሰ እሱ _ h a se x ce l l e n t a b i l i t y ውስጥ g e n r a l s p e a k i n g _					
6.	ሸ / ሰ እሱ _ h a se x ce l l e n t a w a r e n s s a n d u n d e r s t a n d i n g _ _ _ የእርሱ ሐ u s t o m r _					
4	ሸ / ሰ እሱ _ እየመራ ነው _ _ _ _ _ _ _ _ እና _ r e g u l a t i n g እና i o n _ _					
5	ሸ / ሰ እሱ _ h a se x ce l e n t _ a b i l i t y ወደ i n f l u e n c e					
S a l e s m a n s h i p s k i l s የደንበኞችን ምርጫ መቀየር						
3.	ሸ / ሰ እሱ _ h a se x ce l l n t a b i l i t y _ _ ወደ i n f l u e n c e የ c u s t o m r ወደ b u y					
2.	ሸ / ሰ እሱ _ h a se x ce l e n t _ a b i l i t y በ p r e s e n t i n g o f ረ s ወደ c u s t o m r s _					
3	ሸ / ሰ እሱ _ h a se x ce l l e n t a b i l i t y _ ወደ s e r v i c e ሐ u s t o m r s _					

Techno display table

TECNO	
Find a Store	
TECNO Exclusive Heber Branch Shop (Yergahaile) A.A	
Merkato Yergahaile	
Mon - Sat 8:30AM - 6:00PM	
TECNO And Syinix Branding Merkato Yirgahaile Birhan And Henok Shop	
Merkato yergahaile	
Mon - Sat 8:30AM - 6:00PM	
TECNO And Syinix Branding Jemo Micheal Bravocom Shop	
Jemo Micheal	
Mon - Sat 8:30AM - 6:00PM	
TECNO Itel And Syinix Branding Mexico ETELCO Shop	
Mexico Philips Building	
Mon - Sat 8:30AM - 6:00PM	
TECNO Exclusive Samson Shop (4 Kilo) A.A	
4 kilo infront of Turist hotal	
Mon - Sat 8:30AM - 6:00PM	

