

STUDY OF SELLING BEHAVIOR OF SALESPERSON

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I. ABSTRACT

Today's sales management faces difficult sales management problems in order to achieve the desired performance. Company performance is closely tied to how effectively sales represent perform sales tasks. Sales need to be flexible and adapt their sales style to all different situations, as they need to deal with different customers and work on different sales situations. The behavior of a salesperson in coordinating a sales approach is known as adaptive sales behavior. The ability of a salesperson to perform a sales task depends on being able to practice adaptive sales behavior during and during sales with the customer. This study focuses on management and empowerment management techniques and looks at their simultaneous impact on the adaptive behavior of sales. The survey was conducted on a sample of a Grocery Shops. Ten Big Grocery Shops participated in the survey, (Big bazaar, Reliance, Lots Etc.) with a total of 100 responses. The results show that activity management and empowerment practices for encouraging decision-making participation, expressing trust, and providing autonomy are closely linked to sellers' adaptive sales behavior practices. Implications, research limitations, and improvements for future research were discussed.

Keywords

#salesperson #grocery #customers #sales #sales management #salesbehavior #sales #research
#researchproject

II. INTRODUCTION

A company's deals department generally consists of deals directors a group of merchandisers. Because the deals department of the company is in charge of generation. A group of deals, deals directors, and deals reps at a certain position responsible for meeting the agreed deals share. While contributing the deals unit of a company is the deals and gains of the company, which costs a lot. It's related to maintaining the deals unit. Charges include employment, operation, and deals staff compensation. Conservation costs tend to increase from the deals unit has escalated. Still, the performance and effectiveness of the deals force. Far from being satisfactory in moment's time the grocery stores Generally, merchandisers are hired as marketing agents with which they're involved.

For strategic collaboration of particular deals and company marketing conditioning. The Involving these merchandisers is more effective than any other creation This is the mortal commerce between the three, that is, companies, external guests, and target guests. The " drive" trouble is done through advertising and deals, but it relies heavily on advertising. The value of the product to the target client.

The term effectiveness is extensively used for explicatory purposes. Organizations, groups, individualities. Some views Organizations, groups and individualities are relatively large the mainstream supposition is that it's further effective than others Economically Can be defined Effectiveness of employers and their guests Dealing with it may be different from operation These presumably different delineations are behavioral collaboration. This exploration aims to discover whether the groups involved in the retail arena, i.e., indigenous directors, branch director, deals people and guests have analogous constructs of what constitutes deals person effectiveness. Rather of assuming a description of effectiveness it attempts to establish what salesman effectiveness means to the different groups. The exploration also attempts to establish salesman effectiveness constructs to be plant in affiliated organizational attestation similar as the job description and training primers. A strong similarity of constructs between the different part players would suggest an alignment of behaviors which could logically be argued to contribute to bettered organizational performance, and vice versa.

SALES ETHICS

Sales ethics is about an ethical behavior means a good conduct with your customers which can also help in retaining them for future. When we generally talk about sales and marketing ethical behavior the very first thing that strikes in our mind is fake, fraud services, not relevant etc. but it's not basically about this rather it's about how you talk with your customer, attitude, unbiases etc. which helps in building the best repo of the company. Also, it helps customer in differentiation with other sales person, being true and loyal and helps to memorize them for last which can create a lasting impression on your customers.

Points to remember which is to be followed for sales ethical behavior

- 1) Be Honest about your company and product
- 2) Never degrade your competitors or don't put their product values down
- 3) Never provide false information about any product or service
- 4) Don't indulge them in malpractices or in some unfair means
- 5) Don't provide them with outdated products

III. AIMS AND OBJECTIVES

A sales person without a sales target is like a tea without sugar. That why as a salesperson you need to understand what are your sales target and goals and accordingly you have to work in the direction to achieve the selling objective. These goals and objectives provide with how to pitch a customer according to their needs and wants, clarifying their objections, closing the sale and meeting the revenue for your business or organization.

Sales objective are the objective for which the salesperson and management works towards achieving the company revenue keeping its vision and goal in mind. sales objective is the plan or a roadmap followed by the employees and management to achieve the desired goal or revenue.

The three main objectives of every salesperson in the organization are maximizing more revenue by satisfying the customer needs and wants, contribution in making company profits and ultimately the growth because if the salesperson will bring more revenue to the company the faster company will grow. From so many years, sales management has been crucial including personal selling management also sales management techniques include promotion, advertising, research, distribution and pricing structure. Sales, gross profit or loss by the salesperson or management makes the impact on the organization on overall profit / loss. The sales cost is not directly affected by how sales get managed by the organization rather it gets indirectly affected as sales revenue should be more to cover extra maintenance cost and expenses.

Henceforth, the main aim of sales management is to generate more revenue to the company by increasing sales volume or by increasing the unit number which is to be sold.

Objective of our research paper is –

- Is to highlight what all challenges are faced by the salesperson
- From where and how people buy grocery items from any store

IV. REVIEW OF LITERATURE

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V. Impacts of COVID-19 pandemic on the behavior of the salesperson

COVID-19 caused a massive business shutdown in the second quarter of 2020. While the Corona-virus caused panic, causing users to buy more than necessary items, it also caused them to focus solely on essential goods. As a result, sales in grocery retail industry segments like food and beverages, electronic shopping, health and personal care, and general merchandising are increasing significantly.

Because they must interact with a diverse range of people throughout the day, grocery workers are terrified of coming into contact with an infected person and losing their lives. In addition, numerous reports have revealed the number of grocery and supermarket workers who died as a result of the novel corona-virus pandemic crises. These factors keep them from going to work, leaving grocery store employees wondering how they will manage their work with limited human resources.

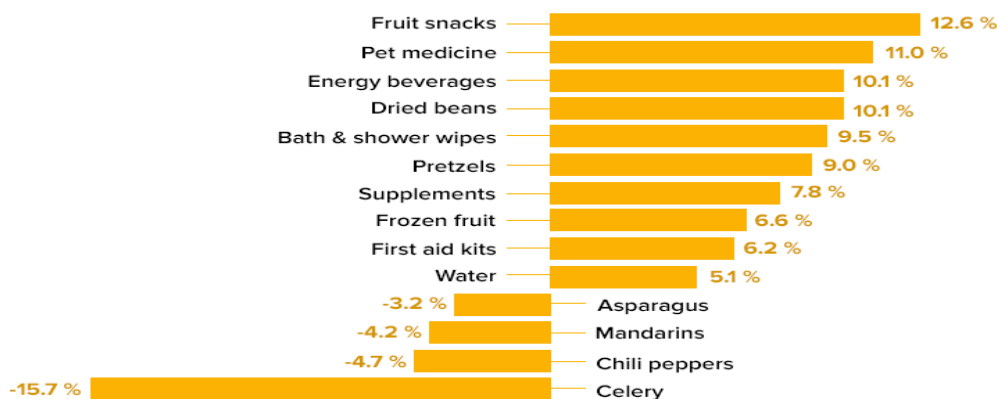
The majority of grocery stores hire delivery partners on a contract basis. They are unwilling to work during this crisis because they are afraid of contracting the disease. As a result, grocery wholesalers find it difficult to deliver all food items to their customers' doorsteps in real time. Finally, the most significant challenge that salespeople faced during the pandemic was a significant shift in consumer demand and search behavior. According to our survey, consumers have begun to cook 6 dinners at home on average, up from 3.8 dinners weekly in 2018.

As a result, they require more food and essential items at their residence. However, in order to avoid multiple trips to the store, they are planning to stock up on items at their home. As a result, even after visiting the store twice or three times, many shoppers are unable to locate 40% of the grocery items on their shopping list.

Furthermore, it has been observed that consumers prefer to purchase specific items over others. With the goal of avoiding physical contact, customers are considering using various mobile payment apps. They are also hesitant to buy groceries in high-traffic areas or in crowded stores. This makes it difficult for traditional retailers and wholesalers to retain customers and drive sales without changing their traditional business and revenue models.

Stocking Up

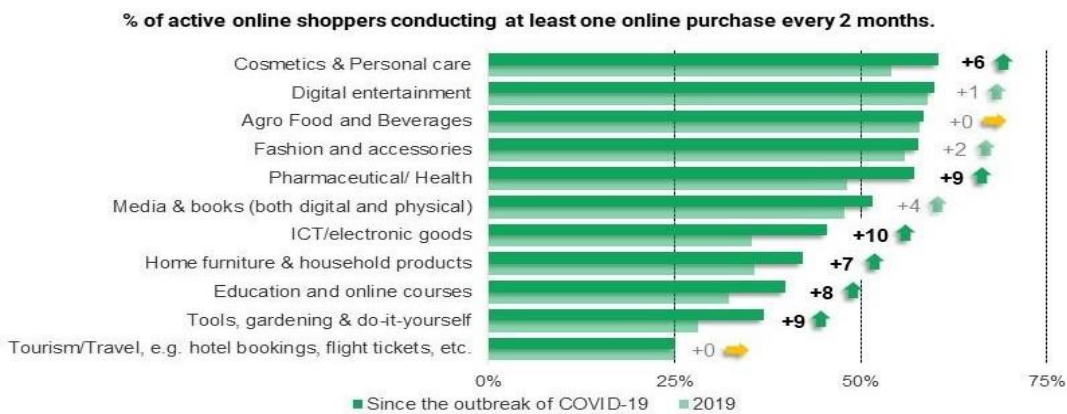
Here's how sales of food and household items have changed since the coronavirus began spreading earlier this year



Many grocery stores have taken telling steps to mitigate these challenges and get their business back on track, while also keeping end users' and employees' safety in mind. Investing in the development of an on-demand delivery app is one such step.

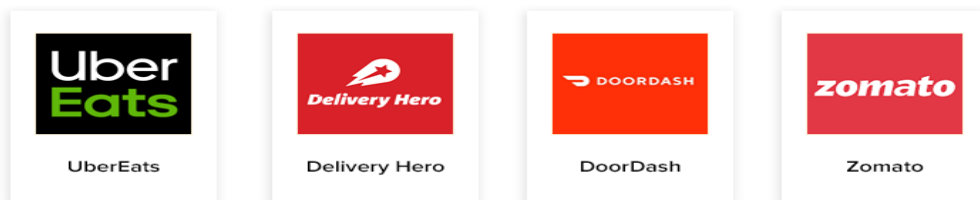
Rise of On-demand Grocery Delivery – the Future of the Industry

The COVID-19 pandemic has forever altered how people shop online. Consumers' attitudes toward e-commerce and digital solutions have shifted as a result of the pandemic. The COVID-19 pandemic forced everyone to change their shopping habits. Whether you preferred online shopping or in-store browsing, the pandemic disrupted routines in a variety of obvious and not-so-obvious ways. As people scrambled to stock up on toilet paper and cleaning supplies in the midst of the global lockdown, grocery store shelves were quickly depleted. As the lockdown wore on, supply chains tightened, cleaning supplies became increasingly scarce, and everyone scrambled to find basic food staples and necessities.



What's more, not only have the top on-demand grocery delivery apps improved their processes, but various companies have entered this space as a precautionary measure to prepare their on-demand business for the post- COVID world.

This includes –



1. Uber Eats

People are hesitant to order food online because COVID-19 has a direct link with food. They are more concerned with having groceries delivered to their home.

Given this, Uber Eats has taken an excellent approach to filling the business gap.

2. Delivery Hero

Delivery Hero, a well-known global online food ordering and delivery marketplace, has also made commendable efforts to assist businesses in surviving this period. In the last three weeks, it has added approximately 50,000 restaurants and 1,500 other verticals such as groceries and pharmacies to their marketplace in order to provide engaging on-boarding services.

They have expanded their free delivery options to a diverse user base and embraced the concept of contact less delivery. In addition, they have introduced additional payment cycles to help their partnered small businesses with cash flow.

3. Door Dash

Door Dash has also launched a new programmed that will deliver essential items such as paper towels, cleaning supplies, and medications to customers' doorsteps. Something for which they have partnered with a diverse range of retailers in the United States.

4. Zomato

Similarly, Zomato – the brand that inspired many entrepreneurs to create a restaurant-finder mobile app – has partnered with Grocers to launch a grocery delivery service in 80 cities across India.

VI. RESEARCH METHODOLOGY

The philosophical basis for research is referred to as methodology. It's a logical and methodical framework that guides researchers' judgments. It's built on viewpoints, attitudes, and values. It is a set of methodologies for conducting research in a given field of study or activity, to put it another way. There are two types of research methods: quantitative research and qualitative research.

- Quantitative research is a sort of study that focuses on the quantification, collecting, and analysis of data. Quantitative research is the process of gathering and evaluating numerical data.
- Qualitative research is a method of acquiring non-numerical data through observation that is based on science. Meanings, ideas, definitions, features, metaphors, symbols, and descriptions are the focus of this type of research.

Methods of analysis

Based on customer feedback, this project conducted an online questionnaire and one-on-one interviews to gather existing user requirements. It used a literature review, application website review, and application testing to evaluate a salesperson's understanding of selling behavior. It also invited a participant to go over the suggested tools. During the purchase period of customers, a short one-on-one interview was conducted to learn how the salesperson's behavior was and what the positive and negative aspects of his behavior were.

Data collection

The purpose of the questionnaire is not simply to ask how satisfied the customer is with your product, but to assess the salesperson's selling behavior so that you can make the best business decisions by analysing the gap between reality and customer expectations. To better understand salespeople's selling behavior, we conducted an online survey with industry experts and employees to determine what common techniques or winning formulas are used by nearly all individuals working in the sales field. A total of 20 questioners were distributed to customers, followed by a one-on-one interview session to gather first-hand information about salesperson behavior. Furthermore, with the assistance of various online surveys and public websites available on the internet.

SOURCE OF DATA

To conduct the research and reach a conclusion, both primary and secondary data were used. A quantitative study was also carried out, as well as the creation and distribution of a questionnaire to a group of people as a source of primary data. To determine the overall trends and opinions of various groups of people, quantitative research was conducted.

The data for the study was gathered by interacting with current and potential investors and having them complete a survey form about the various investment options, as well as analysing their perspectives, reactions, and views on the entire investment options and process.

The data was gathered using a questionnaire and an unstructured interview. In addition, a

scheduling strategy was used by

PRIMARY SOURCES

To obtain first-hand information about salesperson behavior, one-on-one interviews were conducted. Researchers gather primary data directly from primary sources using methods such as interviews, questionnaires, and experiments. Primary data is typically obtained directly from the source—the location where the data originated—and is regarded as the most valuable type of data in research.

SECONDARY SOURCES

Secondary research entails a thorough investigation of secondary sources of information available in both the public domain and paid sources. Each research study is based on more than 100 hours of secondary research, supplemented by primary research. The information collected from secondary sources is validated by cross-referencing it with other data sources. There are two types of secondary data used in this project work:

Internal sources- Various documents and information provided by my supervisor. External

sources- Websites, textbooks, papers, and a variety of other reports.

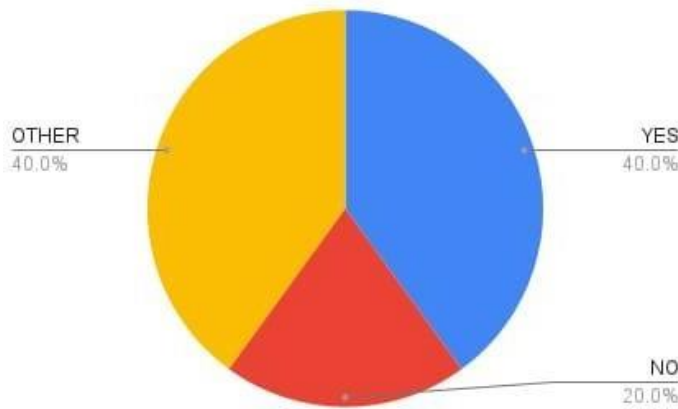
SAMPLE OF QUSTIONNAIRE IS ATTACH FOR THE REFERENCE OF READER

Q1. WAS THE BEHAVIOR OF THE SALESPERSON SATISFACTORY TO YOU?

- a) YES
- b) NO
- c) OTHER

CUSTOMER RESPONSE

CUSTOMER RESPONSE	NUMBERS
YES	20
NO	10
OTHER	20

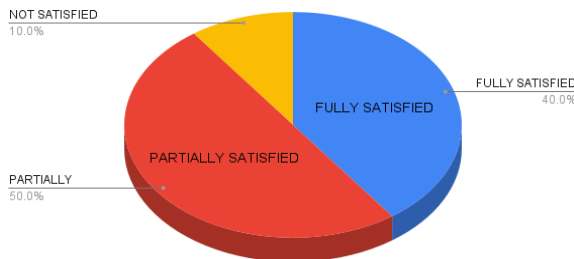


Q2. HOW SATISFIED ARE YOU WITH OUR CUSTOMER SUPPORT?

- a) FULLY SATISFIED
- b) PARTIALLY SATISFIED
- c) NOT SATISFIED

CUSTOMER RESPONSE

CUSTOMER RESPONSE	NUMBERS
FULLY SATISFIED	15
PARTIALLY SATISFIED	30
NOT SATISFIED	5



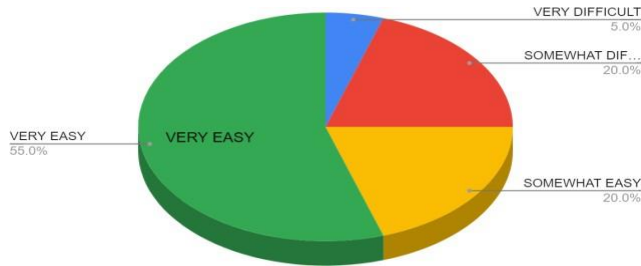
Q3. HOW EASY DID WE MAKE IT TO SOLVE YOUR PROBLEM?

- a) VERY DIFFICULT

- b) SOMEWHAT DIFFICULT
- c) SOMEWHAT EASY
- d) VERY EASY

CUSTOMER RESPONSE

CUSTOMER RESPONSE	NUMBERS
VERY DIFFICULT	5
SOMEWHAT DIFFICULT	10
SOMEWHAT EASY	10
VERY EASY	25

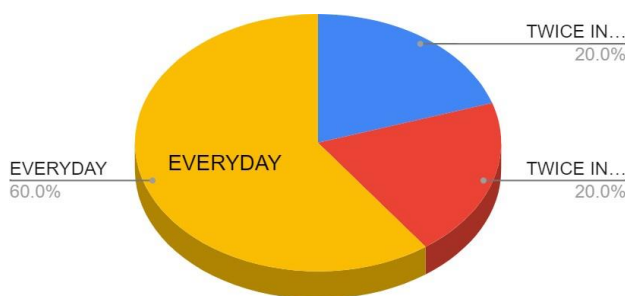


Q4.HOW OFTEN DO YOU VISIT GROCERY STORE?

- a) TWICE IN A WEEK
- b) TWICE IN A MONTH
- c) EVERYDAY

CUSTOMER RESPONSE

CUSTOMER RESPONSE	NUMBERS
TWICE IN A WEEK	10
TWICE IN A MONTH	10
EVERYDAY	30

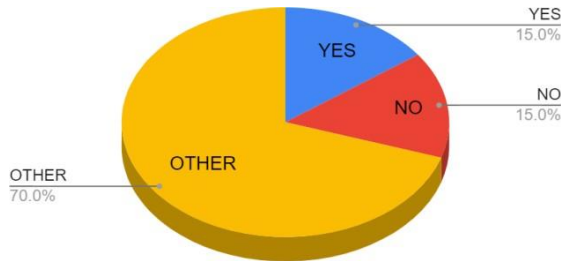


Q5. DID YOU GET ALL THE INFORMATION FROM THE SALESPERSON REGARDING THE PRODUCT OR SERVICES?

- a) YES
- b) NO
- c) OTHER

CUSTOMER RESPONSE

CUSTOMER RESPONSE	NUMBERS
YES	10
NO	10
OTHER	30

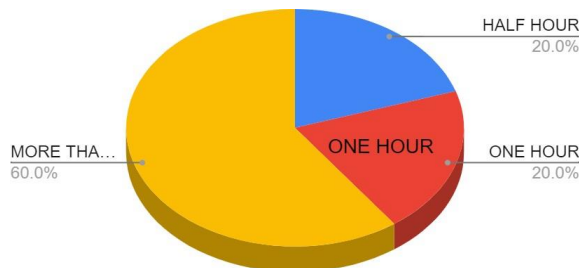


Q6.HOW MUCH TIME DO YOU SPEND ON GROCERY STORE?

- a) HALF HOUR
- b) ONE HOUR
- c) MORE THAN ONE HOUR

CUSTOMER RESPONSE

CUSTOMER RESPONSE	NUMBERS
HALF HOUR	10
ONE HOUR	10
MORE THAN ONE HOUR	30

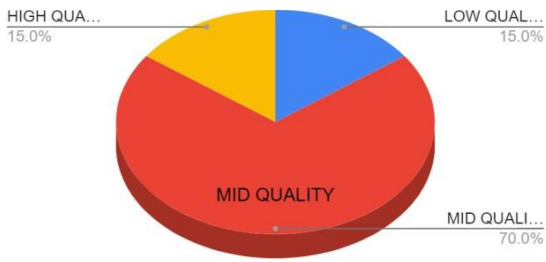


Q7.HOW IS THE OVERALL QUALITY OF PRODUCTS?

- a) LOW QUALITY
- b) MID QUALITY
- c) HIGH QUALITY

CUSTOMER RESPONSE

CUSTOMER RESPONSE	NUMBERS
LOW QUALITY	10
MID QUALITY	30
HIGH QUALITY	10

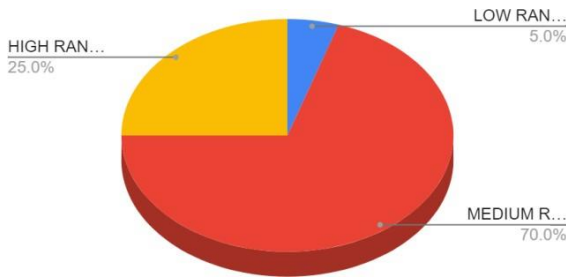


Q8. WHAT IS THE RANGE OF PRODUCTS YOU PURCHASE?

- a) LOW RANGE PRODUCTS
- b) MEDIUM RANGE PRODUCTS
- c) HIGH RANGE PRODUCTS

CUSTOMER RESPONSE

CUSTOMER RESPONSE	NUMBERS
LOW RANGE PRODUCTS	5
MEDIUM RANGE PRODUCTS	30
HIGH RANGE PRODUCTS	15

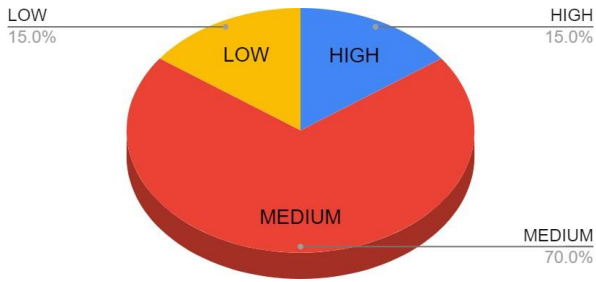


Q9.HOW MUCH UTILITY(SATISFACTION) DERIVED FROM CONSUMING THEPRODUCTS?

- a) HIGH
- b) MEDIUM
- c) LOW

CUSTOMER RESPONSE

CUSTOMER RESPONSE	NUMBERS
HIGH	10
MEDIUM	30
LOW	10

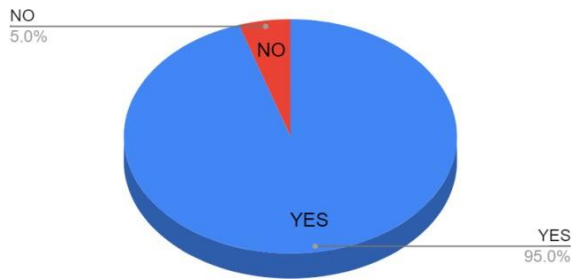


Q10.HAVE YOU EVER DONE YOUR GROCERY SHOPPING ONLINE?

- a) YES
- b) NO

CUSTOMER RESPONSE

CUSTOMER RESPONSE	NUMBERS
YES	45
NO	5

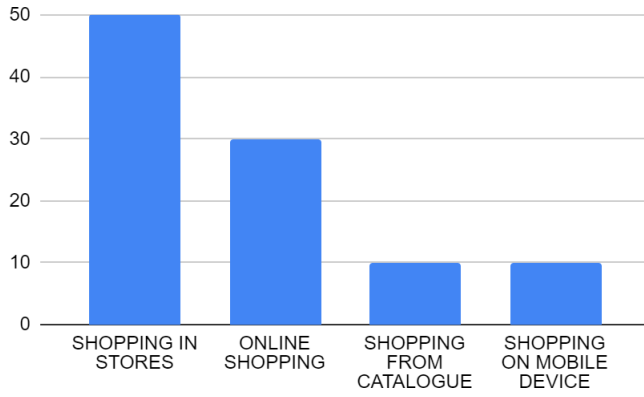


Q11.FROM WHERE YOU DO YOUR GROCERY SHOPPING?

- a) SHOPPING IN STORES
- b) ONLINE SHOPPING
- c) SHOPPING FROM CATALOGUE
- d) SHOPPING ON MOBILE DEVICE

CUSTOMER RESPONSE

CUSTOMER RESPONSE	NUMBERS
SHOPPING IN STORES	30
ONLINE SHOPPING	10
SHOPPING FROM CATALOGUE	5
SHOPPING ON MOBILE DEVICE	5

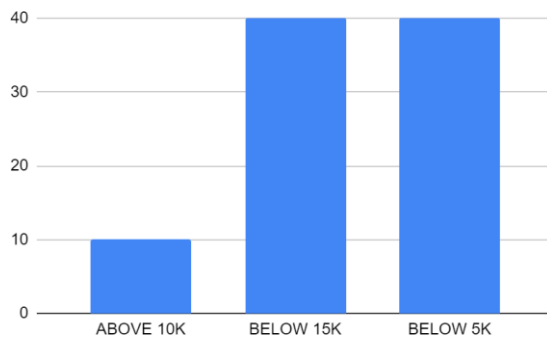


Q12.HOW MUCH DO YOU SPEND MONTHLY ON YOUR GROCERY SHOPPING?

- a) ABOVE 10K
- b) BELOW 15K
- c) BELOW 5K

CUSTOMER RESPONSE

CUSTOMER RESPONSE	NUMBERS
ABOVE 10K	10
BELOW 15K	20
BELOW 5K	20

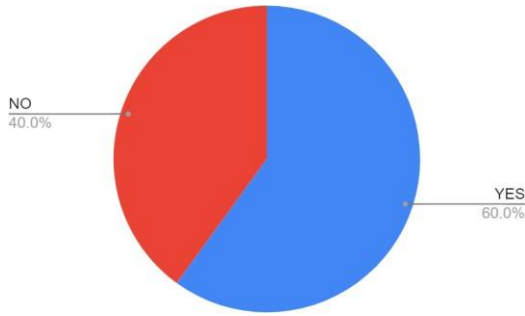


Q13.ARE YOU SATISFIED WITH THE OVERALL SERVICE LIKE STAFF, PRODUCT AND QUALITY?

- a) YES
- b) NO

CUSTOMER RESPONSE

CUSTOMER RESPONSE	NUMBERS
YES	30
NO	20

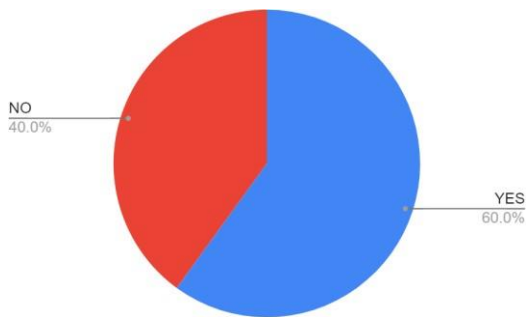


Q14. COULD OUR PRODUCT SOLVE YOUR PROBLEM?

- a) YES
- b) NO

CUSTOMER RESPONSE

CUSTOMER RESPONSE	NUMBERS
YES	30
NO	20



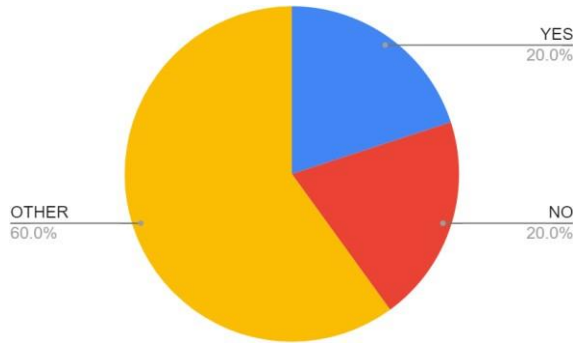
Q15. IF YOU COULD CHANGE ONE THING ABOUT OUR CUSTOMER SERVICE , WHAT WOULD IT BE? _____

Q16. WAS THE PITCH USED BY THE SALESPERSON HELPFUL IN MAKING DECISION?

- a) YES
- b) NO
- c) OTHER

CUSTOMER RESPONSE

CUSTOMER RESPONSE	NUMBERS
YES	15
NO	15
OTHER	20

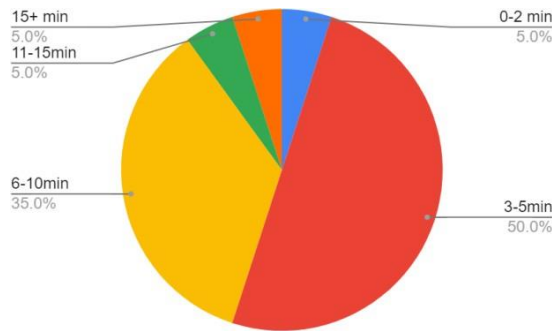


Q17.HOW LONG DID YOU HAVE TO WAIT BEFORE A SALESPERSON APPROACHED YOU?

- a) 0-2min
- b) 3-5min
- c) 6-10min
- d) 11-15
- e) More than15min

CUSTOMER RESPONSE

CUSTOMER RESPONSE	NUMBERS
0-2 min	5
3-5min	20
6-10min	15
11-15min	5
MORE THAN 15min	5

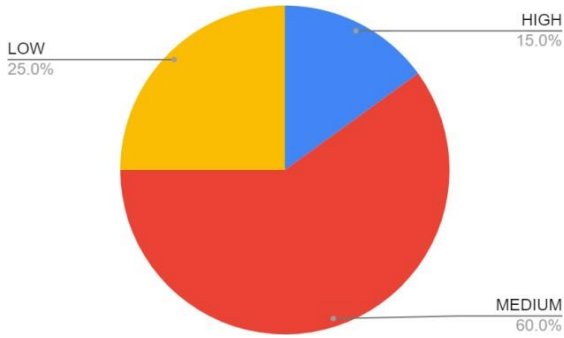


Q18.HOW WAS YOUR EXPERIENCE AT GROCERY STORE? a)HIGH

- b)MEDIUM
- c)LOW

CUSTOMER RESPONSE

CUSTOMER RESPONSE	NUMBERS
HIGH	10
MEDIUM	25
LOW	15

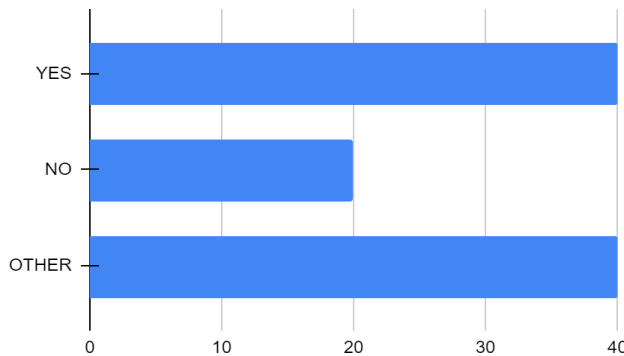


Q19.DID THE SALESPERSON GIVE YOU ANY BROCHURE FOR MORE INFORMATION?

- a) YES
- b) NO
- c) OTHER

CUSTOMER RESPONSE

CUSTOMER RESPONSE	NUMBERS
YES	20
NO	10
OTHER	20

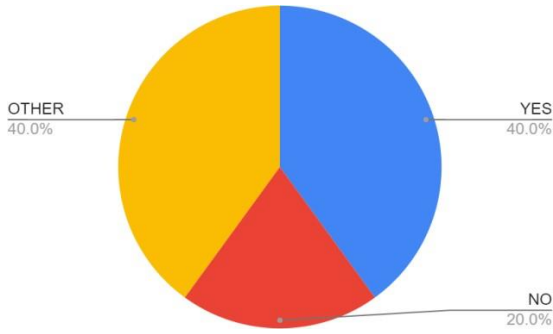


Q20.DID THE SALESPERSON ANSWERED ALL YOUR QUESTIONS?

- a) YES
- b) NO
- c) OTHER

CUSTOMER RESPONSE

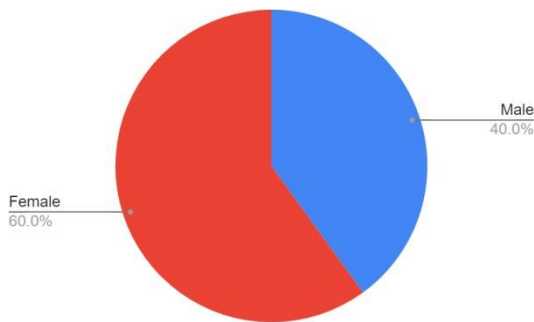
CUSTOMER RESPONSE	NUMBERS
YES	20
NO	10
OTHER	20



Q21. GENDER RESPONDENTS:

GENDER RESPONDENTS

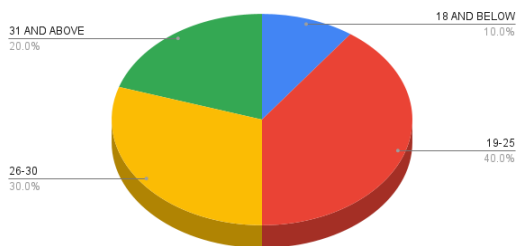
Gender	Numbers
Male	20
Female	30
Total	50



Q22. CLASSIFICATION OF AGE GROUPS WHO PARTICIPATED IN SURVEY:

AGE GROUPS

AGE GROUPS	Numbers
18 AND BELOW	10
19-25	20
26-30	10
31 AND ABOVE	10



VII. DATA ANALYSIS

- a) In a survey 40% said yes, 20% said no and other rest 40%
- b) 40% of peoples are fully satisfied with our customer support, 50% are partiallysatisfied and other 10% are not satisfied with our support.
- c) In a survey, for 5% it's very difficult for customers on how easy we solve theirproblem, for 20% each it's somewhat difficult and somewhat easy and for remaining 55% it's very easy that their issues/problem are easily solved.
- d) According to a survey done, 20% people visit the grocery store twice in a week, other 20% visit twice in a month and remaining 60% visit grocery store every day.
- e) 15% of customers receives all the information regarding the product or service from the customer's, 15% don't receive and 70% receives information regardingthe product from others.
- f) Amongst total 100%, 20% people spend half an hour on grocery store, 20% spendone hour and 60% spend more than 1 hour.
- g) 15% each belongs to overall high-quality products and low-quality productswhereas rest 70% belongs to overall mid quality products.
- h) 5% of range low products are purchased by customers as told by the salesperson, 25% of are high-ranged products and remaining 70% are medium range products.
- i) According to the data 15% low utility has been derived, high 15% and mediumrange 70% has been derived from utility.
- j) 5% of people have not done the grocery shopping online and rest 95% has done.
- k) According to the 50% are shopping in stores, 30% are doing online shopping, 10% are doing shopping from catalogue and other 10% are doing shopping ononline device.
- l) According to above graph 10% people spend above 10k, 40% people spend below 15k and 40% people spend below 5k on grocery shopping.
- m) According to the survey, candidate who were satisfied by the overall service by the staffwas 60% and remaining was not satisfied.
- n) According to the survey, candidates whose problem get solved because of the product purchased by them was 60% and remaining candidates didn't find the product that muchuseful.
- o) According to the survey, most of the customers was saying to have a customer feedbackmechanism to have a better understanding of their query.
- p) According to the survey, 20% candidates said Yes and 20% said No and remainingcandidates doesn't respond.
- q) According to the survey 5% candidates waited for the salesperson to approached them in0-2 min, 50% candidates waited for 3-5 min, 35% candidates waited for 6-10min, 5% candidates waited for 11-16min and 5% candidates waited for 15min.
- r) The percentage of candidates according to their experience was 15% high, 35% mediumand 25% low.
- s) Candidates who got brochures form the store was 40% and 20% candidates didn't receiveand remaining did not take it.
- t) According to the survey, 40% candidates solved all the queries by taking help from the salesperson, 20% candidates did not receive all the answers and remaining did not asked.
- u) Percentage of the gender who participated in our survey was 60% female and 40% male.
- v) Percentage of the age groups who participated in our survey, 10% 18 and below, 40% 19-25, 30% 26-30 and 20% 31 and above.

VIII. FINDINGS AND SUGGESTIONS

FINDINGS -

- Stress of converting a sale – In grocery store (Big bazaar, Reliance, etc.) workers or staff are assigned with the weekly, monthly or per-day target by the organization or by the management which sometimes may not be achieved. Due to the fact of achieving the target sometimes it happens that workers take the stress of how to achieve the assigned target. So, there are mainly two types of pressure: positive and negative. Positive pressure which helps in achieving the target but negative pressure can push you back from achieving the target. So, the suggestion for the situation will be that the workers should have the ability to take pressure but in a positive way.
- Demotivation – Demotivation generally in sales happens due to the reason of not achieving the target where sometimes workers quit their job because of no conversion or overburden of the target. Here the suggestion would be that always be positive and stand strong that you will achieve the target, always be motivated and surround yourself with a positive environment.
- Self-doubt – Sometimes it happens that we do self-doubt on ourselves that whether we are doing any mistakes while convincing or we are not able to do it. Self-doubt majorly occurs when we are not able to deliver the target on time. Therefore, self-doubt should not be done because it somewhere reflects that you are not confident enough on yourself on your capabilities.
- Dynamic Market – Market is dynamic because of the change in market conditions, environment gets on changing, people's needs and preferences for the products are changing constantly, due to new demands and new technology we need to face this issue. Therefore, it's always suggested that the products on the floor or at the shop should be updated with time so that sellers don't face any trouble also buyers will not face any trouble in buying or on making decision of the product they need to purchase.

SUGGESTION –

- Don't force the customer to buy your product – Never force the customer in buying the product. Always ask calmly to purchase by telling its importance of that product.
- Never over-commit about your product – Don't tell fake things about your product neither over-commit for it.
- Focus on comprehending the customer's issue and establishing a positive interaction.
- A personal touch is the best way to show your prospects that they are important to you.
- It all comes down to how you say things. Even if you're delivering bad news, there's a way to make it more appealing to customers.
- Make it easier for customers to discover what your product can do if it is tactile. If the concept is more abstract, walk them through a demo and pause for questions.

IX. CONCLUSION

According to our research, customer satisfaction on salesperson behavior can be defined as an overall customer attitude toward a service provider, or an emotional reaction to the difference between what customers expect and what they receive. Our study attests to the importance of such internal selling behaviors to the performance and job success of salespeople. A lack of customer satisfaction modelling and the absence of a well-defined questionnaire may have a negative impact on the development of recurring and sustainable business. As a result, organizations could unquestionably benefit from a tried-and-true systematic customer satisfaction process.

It is critical to understand that many customers will not complain about the salesperson's behaviour, and this will vary depending on the industry sector. In other words, if we don't ask, we often don't know how satisfied or dissatisfied we are. Customer satisfaction on salesperson selling behaviour research should be done with extreme caution. Customer satisfaction must be measured on a continuous, consistent, timely, accurate, and reliable basis.

While there are a number of obstacles to boosting salesperson performance through the use of adaptive selling behavior, it is critical for sales management to ensure that their efforts are rewarded by properly managing their salespeople. with the right control and empowerment management methods Although Control and empowerment were seen as opposing forces in the workplace.

The setting of modern management necessitates the coexistence of management approaches. In order to improve salesperson effectiveness, salespeople must have both control and empowerment.

With the use of customer satisfaction on salesperson behaviour, this study was successful in shedding light to reaffirm that activity control (control methods), participation promotion, and Empowerment tactics include expressing confidence and granting autonomy.

Critical managerial tactics should exist side by side in order to persuade salespeople to Engage in adaptive selling as a positive behavior.

We hope our research stimulates more research in the future that focuses on the critical role of the selling behavior of salespeople in customer relationships and sales performance.

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