AN UNDERSTANDING OF SALESPEOPLE BEHAVIOR AND CHARACTERISTICS: A REVIEW OF LITERATURE

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ABSTRACT:
Salesperson is acting as important intermediary between company and customer. Salesperson is acting as a face of company to customer and helps in increasing the revenues of company at large. When any company is hiring salespersons, company is hiring the future for the company, so understanding the important behavior and characteristics of Salesperson is very essential for the company and also Salesperson needs to equip those important behavior and characteristics to be become good salesperson. The study seeks to understand the Salesperson behavior and characteristics. An in-depth review of literature focusing on identifying various Salesperson behavior and characteristics was conducted. The behavior and characteristics so identified were analyzed by qualitative research tools text analyzer and wordle. Trust, expertise were found to be most important Salesperson behavior while intelligence and empathy were found to be most important Salesperson characteristics based on review of literature. Salesperson needs to be trustworthy and needs to expert in understanding buyer as well as product. Salesperson have to be intelligent in Market, competitive & industry and be empathic.

KEYWORDS: Salesperson, Salesperson behavior, Salesperson Characteristics.

References:

**Web links**