

Analysis of Personal Selling Behavior and Consumer Psychology, Salesmanship for Luxury Products

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Abstracts: *The objective of the study is to identify the personal selling attributes which influence more in the personal selling process. "Thought, Feelings and action of human beings connect people to people. The belief screens a person whether to accept or reject anything. A sales person is screened by the customers' belief system. The global perspective of sales is mostly digitalized. But the personal touch of smile, confidence about the product, demonstration of product, physical delivery of products is sole criterion of sales person which cannot be prioritised by virtual selling process. Think good about the customers' though, Feel Good about the customers' feeling, act well as per the customers' need, serve the customer as you wish to serve in Temple or church are the basic qualities of a sales person to be developed by his or her brain juice to become creative for transforming the behaviour of consumer towards the sales person and company, may not be all digitalized".*

Keywords: *Personal Selling, Salesmanship, Consumer Psychology, Qualities, Skills, Sales Manager*

I. INTRODUCTION

The luxury products are those products which have special characteristics with high value in price and quality for the special category of people. So, the sale of the luxury product is a sophisticated process, that to be followed by the sales people in a special way. The attitude of sales person converts the customer's behaviour through transformation in each step of sales process in personal selling. The equal value of money and elements are exchanged by two persons. Classification of the ego in the rank of one to five is more important. From a whole group of people, the sales man should screen the expected customer as the prospect of the company. In the distribution channel sales process, the attitude of sales person is either accepted or neglected by the distributors in the very early step. But in case of digital media, the customers are least concern about the sales person as the vendor of the product at the door step of the customer. The attitude of sales person as positive or negative at the time of sales and service will create permanent impression in the mind of the customer. The equal value of money and elements are exchanged by two persons. One is buyer and other is seller. Every day a customer purchases many things starting from the morning till he is asleep. He fulfils his basic needs, occasional needs, urgent needs and status needs. In contemporary market, the sales profession is focused in Pharmaceutical, FMCG, Automobile, Home appliances, Consumer Durables, Insurance and Banking, Telecom, Tourism, Hospitality, Healthcare and Rural products etc. In all cases, sales persons are playing vital role in sales and marketing of products and services. On the other hand, the online marketing or digital marketing is supported by huge group of delivery persons to complete the sales or marketing cycle. In fact, digital marketing enabled the customer identification and product demonstration easily which was a part of sales persons in earlier stage of sales profession. The people of sub-urban areas, who receive the information and buy products/services migrate, nowadays, from traditional to on-line media, a greater number of them is accessing the desired news from specialized sites and from mobile devices, anywhere and anytime. The digital marketing affects and transforms manufacturing, distribution and sales, but to optimize on-line channels is necessary to act objectively. In the process of adapting to these market changes, the marketers have the opportunity to reach a different audience through on-line and mobile instruments. Basically the urban people are mostly depends on the digital search

engine whereas the sub urban and rural customers are purely depends on people connection. They believe on the sales people, who try to sale the product. Here the thought and feelings of the sales person stimulates the customers' motivational attitude and behaviour towards the product a lot. The belief system only acts as the stimuli to stimulate the sense of the mind of the customer. Because they needs the help of a person when they will face any trouble regarding the product and services they hold.

II. LITERATURE REVIEW

2.1 Understanding the Personal Selling

Thought, Feelings and action of human beings connect people to people. The belief screens a person whether to accept or reject anything. A sales person is screened by the customers' belief system. Prestini, S., & Sebastiani, R. (2017) has given a knowledge point that the personal touch of sales person recognizes the consumer ambivalence inside the store during the purchase-sale process of luxury items. The emotional state of mind is established between the saller and purchaser, where the technology fails to do that. The global perspective of sales is mostly digitalized. But the personal touch of smile, confidence about the product, demonstration of product, physical delivery of products is sole criterion of sales person which cannot be prioritised by virtual selling process. Think good about the customers' though, Feel Good about the customers' feeling, act well as per the customers' need, serve the customer as you wish to serve in Temple or church are the basic qualities of a sales person to be developed by his or her brain juice to became creative for transforming the behaviour of consumer towards the sales person and company, may not be all digitalized. Known as the experience of consumer psychology is the fundamental change in India towards the digitalization of marketing activities is innovative for urban and sub-urban people. Although the urban people are aware of many digital marketing tools and applications, still the knowledge is narrowed in sub-urban. The basic qualities of a sales person must have the qualities of Leadership, Creative, Innovative, Persuasive, Honesty, Communicative, Story teller, initiative and go getter. The tri component of consumer behaviour is really works in this philosophy. The sales manager should study the consumer as per the psychographic segmentation to understand his style, belief, values and social status (Husein-zadeh, T., 2024). Accordingly, the sales manager has to set the sales process for the conversion of the sales. The affective (feelings), cognitive (thought) of a sales person directly links with the consciousness and thinking of the customer towards the people, product and company. The positive attitude of a sales person will help in the converting the conative (motivational) behaviour of the customer. The volatility of his behaviour is so sensitive that may change in any point of time. The sales person's attitude must be strongly supportive to the customer to create a distinct image in the mind of the customer as he is only the well wisher of that customer. The equal benefits to both will built a strong bridge between the attitude of sales person and behaviour of the customer. . The sales person must live happily in his company and family, where as the customer must use the product with dignity and transparently. However, the performance of the luxury goods sales manager is highly essential in case of the sales performance of the luxury item store (Gyomlai, M. D., Ahearne, M., Rouziès, D., & Kapferer, J. N., 2022).

2.2. Salesmanship Behaviour

The behaviour of a customer is always changing, covered by his sense. The basic organs of human wait for satisfying quickly. His mental juice accepts the picture, smell, taste, physical form of his need satisfying elements. Either he goes near to the elements or waits for a person who will avail the things in his door step what he wants. Yu, S., Hudders, L., & Cauberghe, V. (2018) denoted that the online marketing of luxury goods is a difficult task in this digital world. The digital marketers are struggling to sale the products due to inappropriate content communication. A person exchanges the satisfaction to others to fulfil his happiness. The role of a sales person is inseparable in the sale and purchase process. The sales person influences visitors' thought, feeling and decision for purchasing a particular product. Basically the sales people searches the customers, identifies his need, creates need, provides information about the product and demonstrate the product to the visitors, customers and consumers. Pellicelli, A. N. N. A., & Procacci, S. (2018) had stated that the salesperson's communication should move towards the consumer journey to achieve optimum level of *enthusiasm*.

Many examples of sales persons in our society starting from *Kabuliwala, Pheriwala, Kanchara, Patara, Dahiwala, Doodhwala, Icecreamwala, Panipuriwala, Phalawala, Hotelwala, Jariwala, Daruwala, Batliwala, Kejriwala Phoolwala, Machliwala* in Indian context. A sale is the most challenging human activity in this world. Still a person adopts this as his occupation. He goes to market or goes to the door steps of people to sale what he has kept. His wife and children, old mother and old father, sisters and brothers wait for him when he will come back with the money and food for their living. The hawkers, peddles and street sales persons are one of them. There is no specific time, place and product to sale by a sales person. He sales those which will give him cash profit by which he will fulfil his family needs. The sales occupation is not by choice but by force, that force may be come from his family, from society or from his living challenges. In India male and female both are engaged in selling. In villages the women are selling fishes, flowers, vegetables, milk and many agricultural produces etc.

First of all the sales person should have belief on the product, and then only he will able to promote the product to the people. His good feelings for the people help him to search the people, prospects to sale the product. Similarly the consumers' feelings towards the product help them to search the product. The product is the bridge between the sales person and consumer. This world is a market. Here one sale something to survive and also he purchases something to survive. Surely both sales and purchase are essential human activities which are unavoidable at any case. So that the thought says "Do business for happiness, to make people happy".

Sale is not an unknown word in remote tribal area. The people live together for ones' happiness. Never their culture that one person will happy with others' no compassion. Their thought "all's happiness is ones' happiness, ones' happiness is not happiness of all". The people serve the people out of their intrinsic responsibility. They exchange many products and services in exchange of goods. The money has no or less weight in their community. The other name of sales is only "SERVICE or SEVA". People purely depend on the forest produces and natural resources. For example, honey is mostly available in each tribal family but in case of need of honey by any family does not require purchasing the honey from other people. Here they share the token of love and caring with other through honey.

2.3. Consumer Psychology

Known as the experience of consumer psychology is the fundamental change in India towards the digitalization of marketing activities is innovative for urban and sub-urban people. Although the urban people are aware of many digital marketing tools and applications, still the knowledge is narrowed in sub-urban. Now the wave of Digital marketing is rising in Sub- Urban India with a very fast pace. Many Indian companies are using digital marketing for competitive advantage. Success of marketing campaign cannot be solely achieved by digital marketing. The consumer psychology is to be studied by the sales person as per the determinants; functional, emotional, epistemic, conditional and eco-friendly to convince the customer (Essiz, O., & Senyuz, A., 2024). Awareness of consumers' in sub –urban areas is important because it provides a deeper understanding of what influences users to create content about a brand or store. Digital marketing is cost effective and having a great commercial impact on the business. The Digital Age has led to significant changes in Indian economy. In common parlance, Digital Marketing comprises of all marketing efforts that uses an electronic device or the internet. It is the extension of traditional business operations to electronic space. An attempt has been made to explore the evolution and unexplored areas of Digital Marketing with special reference to sub urban areas. Its use is basically unaffected by the size of the city and where the households live. It can be said that e-commerce does not bear a direct relationship to city size. There may be various issues like Level of Awareness, quality of internet facility, which may affect the population of sub urban areas and their inclination towards Digital Marketing. Various imitative have been taken by the Government like Make in India, Start Up India, so as to smoothen the role of Digital Marketing in sub urban areas. The Indian E Commerce is expected to grow and rise in the near future and its contribution also lies in the hands of Sub-urban areas, besides that of rural and urban areas. Henceforth the growing importance of Digital Marketing in the dynamic era cannot be overlooked. Nawres, D., Nedra, B. A., Yousaf, A., & Mishra, A. (2024) examines the influence of AR-driven application experience for luxury brands on consumers' affective responses (flow, emotional involvement, and pleasure), and cognitive responses (trust and experience satisfaction). These, in turn, enhance behavioral responses, in the

form of purchase intention and word of mouth. The effects are tested for products with different levels of tactile input requirement.

Thought, Feelings and action of human beings connect people to people. The belief screens a person whether to accept or reject anything. The sales person must have certain qualities to represent the product and himself in front of the customer. The psychological qualities as well as physical qualities of a sales person are highly essential in this sales profession. Psychological qualities of a sales person include his attitude and behaviour. The life style, demographic profile, social environment of a sales person with company profile, product attributes and business environment influence his attitude. His feelings, thought and emotion about the company, product affects his behaviour which is shown in the market. The basic ability and qualities of a sales person which influence his perceived behaviour are

- Smile to success
- Smell to prospect
- Support to promote
- Capacity to bring in customers' sympathy
- Listen more to the customer
- Behave naturally in front of Customer
- Think from the customer point of view
- Emotional attachment with the customer' emotion.
- Patience is a core quality of sales people.
- He needs to speak in brief, convincingly, efficiently.
- He should speak the language which the customer speaks and understands well.
- Problem solving skill
- Apart from he should have the qualities of Leadership, Creative, Innovative, Persuasive, Honesty, and Communicative, Story teller, initiative and go getter.
- Finally he should have negotiation and closing skill to generate the revenue for the company.

But the personal touch of smile, confidence about the product, demonstration of product, physical delivery of products is sole criterion of sales person which cannot be prioritised by virtual selling process. Think good about the customers' though, Feel Good about the customers' feeling, act well as per the customers' need, serve the customer as you wish to serve in Temple or church are the basic qualities of a sales person. The basic qualities of a sales person to be developed by his or her brain juice to become creative for transforming the behaviour of consumer towards the sales person and company may not be all digitalized.

2.4. Selling as a profession

The attitude of sales person is converting the customer's behaviour transformation in each step of sales processes of personal selling. The basic steps in personal selling are followed by suspect, respect, prospect, presentation, relation, problem solving, defending, convincing, follow ups, negotiation, close, follow ups, after sales service and relationship management. All these processes may be adopted by the sales person through personal selling or distribution channel and lens of digital marketing.

The product is one which satisfies the customer needs. But a new product is that which creates the needs in the customers' mind. A sales person suspects the customer depending on the basic needs of the customer to solve the social problems to make life simple and smooth. Who is the customer is the first question in the mind of the sales person alarms regularly to identify the customer base. He suspects the demographic profile of the suspected customer in the society. He may go for his own social background or to the open market to search the potential group of people. In the time of the suspect he also takes the help of many references. At the time of suspect, he must show his positive attitude to the desired group so that the first boot step will give his positive impression in the society and recognition that he is one of the sales person of certain product and services. Somehow it will create a positive business environment for the product. The sales person should opt the selling profession as the craftsmanship, where he has to serve the next generation customers to craft his

participation and purchase intention (Thomas, S., Bhatt, V., & Patel, R., 2024). When he will reach to the desired group of people, he shows his pleasing personality not only to present the product, company but also himself. His first appearance in front of customer will stimulate the feelings and thought of the customer for the specified company and the sales person. The customer will take snap shot of people and company in his memory. In this process, the sales person must try to satisfy customers' ego in a positive frame. He should respect customers' ego and feelings. All people may not show their interest in the product. Classification of the ego in the rank of one to five is more important. From a whole group of people, the sales man should screen the expected customer as the prospect of the company. But the digital marketing helps the company to identify the customers as prospects in its own technological frame, which is used by the people. The frequency of search of product through search engine helps to identify the prospects automatically. The digital design of product, digital window dressing of the company influences the behaviour of the expected customers. But the physical selling process is so traditional that direct contact with the customer is essential to influence the attitude of the customer to create the pipeline of prospects.

During the presentation of the product, the sales person's attitude has an important role in influencing the behaviour of the customer. The thought, feelings, eye contact, body language and communication skill purely stimulates customers' behaviour either positively or adversely. The mind sensor of both parties' plays as silence communication game as winner vs loser, loser vs winner and winner vs winner. When both side ego plays win and win, then only a forward step is ahead towards the negotiation. In the distribution channel sales process, the attitude of sales person is either accepted or neglected by the distributors in the very early step. But in case of digital media, the customers are least concern about the sales person as the vendor of the product at the door step of the customer. May be the role of sales person is immaterial in the digital platform but the role of attitude of sales person plays a vital role in the point of sale of the products, automobile showrooms, malls and retails shops. Blakeney, M. (2023) has shown the multi versed market; traditional market and digital market, where the price and service variance appeals the customer visit to purchase the luxury product.

Now both feelings and thinking of the customers take place of stable at the time of the product negotiation. Before that the sales person should show ethical attitude at the time of the presentation of the product in details about the quality, quantity, uses, and price and after sales and services etc. After gaining the full knowledge about the product, the customer comes to a motivational platform to purchase the product. At the time of the negotiation the sales person and customer both should show their vested interest in the product deal, which will not create any confusion later on. Finally the product and price takes place substantial in the stage of negotiation and close of the sales. The close of the sales influences the both in the high pace to create value for the company and customers' value.

The attitude of sales person as positive or negative at the time of sales and service will create permanent impression in the mind of the customer. The desired satisfied service will stimulate customers' behaviour in future; the positive behaviour of customer will motivate him to give positive word of mouth to his near and dear. The negative word of mouth will destroy the brand image of the product. In this stage the behaviour of customer will not be a influential one but purely natural and transparent.

It is a difficult task, but due to personal relationship, social-cultural relationship, the salesperson is able to sale the product after facing the challenges in the selling (Scharwey, A. C., & Fassnacht, M., 2017). The tri-component of consumer behaviour is really works in this philosophy. The affective (feelings), cognitive (thought) of a sales person directly links with the consciousness and thinking of the customer towards the people, product and company. The positive attitude of a sales person will help in the converting the conative (motivational) behaviour of the customer. A sales person's attitude is his self attitude which is designed through his company portfolio, whereas the customers' behaviour is not only his behaviour. It is integration of his family members, relatives, friends, professional, and social outbound.

The volatility of his behaviour is so sensitive that may change in any point of time. The sales person's attitude must be strongly supportive to the customer to create a distinct image in the mind of the customer as he is only the well wisher of that customer. Then only the behaviour of the customer will positively transparent as a polished mirror. Customers are the face in that polished mirror will generate many customers to see their face in that polished mirror. The equal benefits to both will built a strong bridge between the attitude of sales person and behaviour of the customer. The sales person must live happily in his company and family, where as the

customer must use the product with dignity. The attitude and behaviour are the truly reflection of the actions of the sales person and customers as a transparent glass.

2.5. Qualities and Skill of Sales Manager

Sales Manager is a responsible post to carry on all the sales activities starting from the sales promotion, advertisement, public relation to core sales conversion through him and his team. He divides the whole sales quota into small target among the sales team members. A Sales managers has to be self learner and able to educate and motivate their employees to influence sales volumes for a business. A sales manager or sales department manager is a sales professional who has the knowledge and professional experience that qualifies them to lead a team of sales representatives or salespeople. They typically oversee all sales department activities within a company and create sales pitch ideas to drive department sales. They also have the responsibility of teaching their team about new company products and services and their target market. Further, sales managers monitor employee performance and keep track of individual employee quotas to ensure that each employee has the resources they need to succeed in their role. list important qualities of a good sales manager and additional information about how to improve in your role as a sales manager. Gautam, S., Agarwal, S., & Kumar, U., (2021) denoted that sales representative's personal characteristics, competence, sales representative's-initiated promotion, involvement and ethical behaviour on purchase behaviour of consumers. The sales manager should do some kind of activities to involve the salespersons into the sales promotion to attend the customers. It is important that the sales manager or a sales person should have certain qualities and skills to become a good performer in this sales professional career.

Basic Knowledge

1. Product Knowledge.
2. Price and scheme of the product.
3. Where is the target place to place the product?
4. Ability to motivate.
5. Train and guide the employees.
6. Ability to meet or exceed their sales quota goals.
7. Company revenue and customer loyalty.
8. Employee retention and satisfaction

Qualities of a good sales manager

1. Positive attitude
2. Self starter and team Motivator
3. Focused on the end goal
4. Disciplined and ethical one
5. Ethical and transparent one
6. Creative and communicative

Skills of a good sales manager

1. Listening skill
2. Convincing and motivating to customers.
3. Resolve customer complaints.
4. Key responsible to create sales budget and expenditure.
5. Sales data analytical skill and statistical application knowledge.
6. Sales forecasting skill.
7. Team coordination and management.
8. Revenue generation profit maximization skill.
9. Team recruitment and training skill.
10. Way to achievement and rewarding the team.
11. Hiring and recruiting.
12. Performance management.

13. Leadership and coaching.
14. Mathematical and accounting skills.
15. Business communication skills'
16. Customer relationship skill.
17. Public relation and socialization skill.
18. Digital marketing skill.
19. Computer application skill.
20. Sales planning and analysis skill.
21. Time management skill.

Spillan, J. E., Totten, J. W., & Ziemnowicz, C. (2007) had noted that the personal selling is the revenue generation tool, used in many companies. Although the digital marketing has more impact on the product selling, but the personal selling in luxury product retail stores has more impact in sales conversion. The sales person has to follow the personal selling process in selling of luxury products such as (1) Suspect, (2) Respect, (3) Pre-Approach, (4) Approach, (5) Appointment, (6) Presentation, (7) Demonstration, (8) Objection Handling, (9) Negotiation, (10) Payment, (11) Close the Sale, (12) Follow up, (13) After Sales Service, (14) Feedback.

III. METHODOLOGY

The objective of the study is to identify the personal selling attributes which influence more in the personal selling process. 280 random samples are drawn from 52 different retail stores from Bhubaneswar city, Odisha. The stores deal with the luxury products including Gold products, Appeals, FMCD, FMCE, Computer and Mobiles, House building Products, Automobiles, Glass Materials and Ceramics. The structured questionnaire (Table 1) with likert scale values is used to collect the responses from the respondent. The output of factor analysis is found in Table 2. It is found that the extraction of principal component analysis is more than 0.60 which value is as equal as and more than the reliability test value 0.651 (Table 5). So that factors whose value is found more than 0.651 are taken for the further study. The validity of the study is checked by the frequency study (Table 3) and descriptive statistics (Table 4).

Table 1 Questionnaire

PERSONAL SELLING ATTRIBUTES	RESPONSES				
	5	4	3	2	1
Rating Scale: (Highly Essential-5, Essential-4, Moderately Essential-3, Less Essential-2, Negligible Essential-1)					
Basic Knowledge (BK)					
1. Product Knowledge.					
2. Price and scheme of the product.					
3. Where is the target place to place the product?					
4. Ability to motivate.					
5. Train and guide the employees.					
6. Ability to meet or exceed their sales quota goals.					
7. Company revenue and customer loyalty.					
8. Employee retention and satisfaction					
Qualities of a good sales manager (QSM)					
1. Positive attitude					
2. Self starter and team Motivator					
3. Focused on the end goal					
4. Disciplined and ethical one					
5. Ethical and transparent one					

6. Creative and communicative					
Skills of a good sales manager (SSM)					
1. Listening skill					
2. Convincing and motivating to customers.					
3. Resolve customer complaints.					
4. Key responsible to create sales budget and expenditure.					
5. Sales data analytical skill and statistical application knowledge.					
6. Sales forecasting skill.					
7. Team coordination and management.					
8. Revenue generation profit maximization skill.					
9. Team recruitment and training skill.					
10. Way to achievement and rewarding the team.					
11. Hiring and recruiting.					
12. Performance management.					
13. Leadership and coaching.					
14. Mathematical and accounting skills.					
15. Business communication skills'					
16. Customer relationship skill.					
17. Public relation and socialization skill.					
18. Digital marketing skill.					
19. Computer application skill.					
20. Sales planning and analysis skill.					
21. Time management skill.					

Table 2 Extraction Method: Principal Component Analysis

Communalities	BK1	BK2	BK3	BK4	BK5	BK6	BK7
Extraction	0.784	0.741	0.561	0.653	0.642	0.711	0.623
Communalities	BK8	QSM1	QSM2	QSM3	QSM4	QSM5	QSM6
Extraction	0.708	0.625	0.415	0.79	0.715	0.703	0.861
Communalities	SSM1	SSM2	SSM3	SSM4	SSM5	SSM6	SSM7
Extraction	0.864	0.867	0.875	0.718	0.859	0.624	0.839
Communalities	SSM8	SSM9	SSM10	SSM11	SSM12	SSM13	SSM14
Extraction	0.839	0.772	0.769	0.876	0.626	0.717	0.69
Communalities	SSM15	SSM16	SSM17	SSM18	SSM19	SSM20	SSM21
Extraction	0.624	0.692	0.791	0.74	0.764	0.747	0.659

Table 3 Frequency Study

PERSONAL SELLING ATTRIBUTES	RESPONSES					N
	5	4	3	2	1	
Rating Scale: (Highly Essential-5, Essential-4, Moderately Essential-3, Less Essential-2, Negligible Essential-1)						
Basic Knowledge (BK)						
1. Product Knowledge.	95	123	33	21	8	280

2. Price and scheme of the product.	80	129	16	36	19	280
3. Where is the target place to place the product?	50	59	33	110	28	280
4. Ability to motivate.	73	58	41	76	32	280
5. Train and guide the employees.	99	65	31	63	22	280
6. Ability to meet or exceed their sales quota goals.	97	60	33	68	22	280
7. Company revenue and customer loyalty.	101	55	33	73	18	280
8. Employee retention and satisfaction	80	43	29	102	26	280
Qualities of a good sales manager (QSM)						
1. Positive attitude	76	56	31	96	21	280
2. Self starter and team Motivator	81	77	25	72	25	280
3. Focused on the end goal	114	101	11	14	40	280
4. Disciplined and ethical one	83	149	34	11	3	280
5. Ethical and transparent one	56	185	4	34	1	280
6. Creative and communicative	33	20	27	136	64	280
Skills of a good sales manager (SSM)						
1. Listening skill	56	82	3	132	7	280
2. Convincing and motivating to customers.	33	16	28	138	65	280
3. Resolve customer complaints.	56	79	2	134	9	280
4. Key responsible to create sales budget and expenditure.	53	182	5	39	1	280
5. Sales data analytical skill and statistical application knowledge.	110	104	10	16	40	280
6. Sales forecasting skill.	36	33	53	108	50	280
7. Team coordination and management.	78	38	8	100	56	280
8. Revenue generation profit maximization skill.	87	20	28	54	91	280
9. Team recruitment and training skill.	79	60	16	123	2	280
10. Way to achievement and rewarding the team.	59	172	3	35	11	280
11. Hiring and recruiting.	115	98	13	13	41	280
12. Performance management.	86	146	36	9	3	280
13. Leadership and coaching.	60	181	5	33	1	280
14. Mathematical and accounting skills.	38	17	29	135	61	280
15. Business communication skills'	70	28	19	149	14	280
16. Customer relationship skill.	58	106	3	95	18	280
17. Public relation and socialization skill.	58	86	11	76	49	280
18. Digital marketing skill.	84	86	14	78	18	280
19. Computer application skill.	31	114	26	82	27	280
20. Sales planning and analysis skill.	101	43	12	67	57	280
21. Time management skill.	82	27	16	148	7	280

Table 4 Descriptive Statistics

Descriptive Statistics					Descriptive Statistics				
	Mean	Std. Deviation	Mean	Std. Deviation		Mean	Std. Deviation	Mean	Std. Deviation

BK1	280	1116.00	3.9857	1.00882	SSM4	280	1087.00	3.8821	.88620
BK2	280	1055.00	3.7679	1.19123	SSM5	280	1068.00	3.8143	1.38391
BK3	280	833.00	2.9750	1.31278	SSM6	280	737.00	2.6321	1.26592
BK4	280	904.00	3.2286	1.39041	SSM7	280	822.00	2.9357	1.55294
BK5	280	996.00	3.5571	1.37187	SSM8	280	798.00	2.8500	1.67171
BK6	280	982.00	3.5071	1.38085	SSM9	280	931.00	3.3250	1.30813
BK7	280	988.00	3.5286	1.37277	SSM10	280	1073.00	3.8321	1.02498
BK8	280	889.00	3.1750	1.41728	SSM11	280	1073.00	3.8321	1.39265
QSM1	280	910.00	3.2500	1.36849	SSM12	280	1143.00	4.0821	.81013
QSM2	280	957.00	3.4179	1.37060	SSM13	280	1106.00	3.9500	.85781
QSM3	280	1075.00	3.8393	1.38317	SSM14	280	676.00	2.4143	1.27274
QSM4	280	1138.00	4.0643	.81834	SSM15	280	831.00	2.9679	1.35561
QSM5	280	1101.00	3.9321	.85449	SSM16	280	931.00	3.3250	1.30539
QSM6	280	662.00	2.3643	1.24267	SSM17	280	868.00	3.1000	1.45074
SSM1	280	888.00	3.1714	1.28092	SSM18	280	980.00	3.5000	1.34137
SSM2	280	654.00	2.3357	1.23050	SSM19	280	880.00	3.1429	1.23027
SSM3	280	879.00	3.1393	1.29455	SSM20	280	904.00	3.2286	1.61464
					SSM21	280	869.00	3.1036	1.37567
Valid N (listwise)	280				Valid N (listwise)	280			

Table 5 Attributes of Personal Selling in Salesmanship

Reliability Test		Basic Knowledge			Qualities of Sales Manager			
Reliability Statistics		BK1	1.000	.784	QSM6	1.000	.861	
Cronbach's Alpha	N of Items	BK2	1.000	.741	QSM3	1.000	.790	
.651	35	BK6	1.000	.711	QSM4	1.000	.715	
Cronbach's Alpha = 0.651. From 35 items, whose values are more than 0.70 are taken for the study.		BK8	1.000	.708	QSM5	1.000	.703	
		BK4	1.000	.653	QSM1	1.000	.625	
		BK5	1.000	.642	QSM2	1.000	.415	
		BK7	1.000	.623				
		BK3	1.000	.561				
Skill of Sales Manager in Descending Order Highest value to Lowest Value								
SSM11	1.000	.876	SSM17	1.000	.791	SSM13	1.000	.717
SSM3	1.000	.875	SSM9	1.000	.772	SSM16	1.000	.692
SSM2	1.000	.867	SSM10	1.000	.769	SSM14	1.000	.690
SSM1	1.000	.864	SSM19	1.000	.764	SSM21	1.000	.659
SSM5	1.000	.859	SSM20	1.000	.747	SSM12	1.000	.626
SSM7	1.000	.839	SSM18	1.000	.740	SSM15	1.000	.624
SSM8	1.000	.839	SSM4	1.000	.718	SSM6	1.000	.624

IV. RESULTS AND DISCUSSION

Table 6 Results

Basic Knowledge				Qualities of Sales Mngner			
BK1	1.000	.784		QSM6	1.000	.861	
BK2	1.000	.741		QSM3	1.000	.790	
BK6	1.000	.711		QSM4	1.000	.715	
BK8	1.000	.708		QSM5	1.000	.703	
Skill of Sales Manager in Descending Oder Highest value to Lowest Value							
SSM11	1.000	.876		SSM17	1.000	.791	
SSM3	1.000	.875		SSM9	1.000	.772	
SSM2	1.000	.867		SSM10	1.000	.769	
SSM1	1.000	.864		SSM19	1.000	.764	
SSM5	1.000	.859		SSM20	1.000	.747	
SSM7	1.000	.839		SSM18	1.000	.740	
SSM8	1.000	.839		SSM4	1.000	.718	
				SSM13	1.000	.717	

The literatures have explained basic knowledge of a sales person, certain qualities of a sales manager and skills of sales manager. There are 8 basic knowledge, 6 qualities and 21 skills of a sales team are designed in this study. Those are coded as BK, QSM and SSM. The statistical analysis from the above table 6 states that the basic knowledge about the product knowledge (BK1), price and scheme of the product (BK2), sales quota (BK6) are required to known by the sales person. In this case, sales manager should have basic knowledge about the employees' retention and satisfaction. The sales manager should have qualities of (1) Goal oriented (QSM3), (2) he should be a disciplined and ethical one (QSM4), (3) transparent (QSM5), (4) creative and communicative (QSM6). The sales manager should have certain skills found from the analysis, are interpreted in rank order such as (1) Public relation and socialization skill (SSM17), (2) Team recruitment and training skill (SSM9), (3) Way to achievement and rewarding the team (SSM10), (4) computer skill(SSM19), (5) sales planning and analysis (SSM20), (6) digital marketing skill (SSM18), (7) KRA and sales budget (SSM4) and (8) leadership and coaching (SSM13). When all the tri-components will be practiced by the sales persons and sales managers, the a holistic sales team will be happened and the sales performance will be increasing towards the organizational goal achievement.

V. CONCLUSION

The sales manager should have basic knowledge product price and sales target. The team handling and team sales target to be achieved in a ethical way and transparently. The good public relation and creative communication to the public will enhance the sales. The team spirit given by the sales manager to each member of the team will help in achieve the sales goal and target. Managers' managerial skill and leadership quality, their planning and in-depth analysis of the sales performance will lead to revenue generation in a profitable way. The sale manager should follow a very sophisticated process for the converting the customer visit to the store into actual sales conversion. The KRA and KPIs are balanced in this sector to standardize the performance. The sales team management and behavioral aesthetics are to be maintained properly.

Acknowledgement

I am grateful to professors and students of ASTHA School of Management, Bhubaneswar for developing the research paper in personal selling.

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