

ABSTRACT

SALES REPRESENTATIVES EMOTIONAL INTELLIGENCE'S IMPACT ON THEIR PERCEIVED PERFORMANCES

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In today's rapidly evolving and changing world and developing technology increased competition, customers became more conscious and it has been easier to reach the products that they want to purchase. In order to survive long-term, it is necessary either for manufacturer or for service to be able to serve the product or service that suits the needs and demands of their customers. This encumbers the salesman that contacts the consumer personally. After the intelligence, knowledge or experience of the salespeople is proven to have no significant effect on making profit, social psychologist gifted the term "emotional intelligence" to management parlance.

This study is concluded on the correlation between the salespeople's emotional intelligence and their perceived performances. To achieve this goal, the research model and hypotheses are developed and these developed hypotheses and models were tested in a sample which was composed of 110 people. The research consists of three parts. In the first section, the notion of intelligence and emotion which are the components of emotional intelligence have been surveyed in detail definition of emotional intelligence, historical development, dimensions, and the importance of emotional intelligence in business life have been examined generally. In the second part, the relationship between emotional intelligence and perceived performance of sales staff and sales staff was investigated. In the third and last part, face to face survey technique of qualitative research method was applied to salesmen who work in banks located in the center of Aydın Efeler District and to Automotive dealers in the same area during The Academic Year of 2014-2015. The collected data were analyzed by using SPSS 15.0 package program by the researcher. On the analysis of the survey, using SPSS program percentage and frequency distributions were based on. Emotional intelligence in fulfilling the objectives of the positive significance of the perceived performance of the subscales with optimism, sense of fulfilling the objectives with the use of a significant relationship was found to be negative.

KEYWORDS: Emotional Intelligence, Salesperson, Perceived Performance