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TITLE: AN APPLICATION TO DETERMINE PERSONAL FACTORS WHICH EFFECT REPS' EXTRA SERVICE SELLING PERFORMANCE

ABSTRACT

Which factors effect salesperson's selling performance is among the most common topics in marketing research. In literature factors which effect salespersons performance are classified differently by the researchers.

It is explained in this study that while selling extra service which personal factors of reps are important who work like a salesperson at travel agencies. The research includes tourists' (consumers') evaluations about the sales activities which were done at the welcome cocktails by the reps who carry out the operations of the region choosing Kuşadası as a sample. The data about the reps' personal factors related to selling were collected by questionnaires filled after welcome cocktails by the 214 participants from different nations. The data were analyzed using analysis Crosstabs, Kruskal-Wallis and Frequency.

As a result, it is placed in this study that personal factors of reps are affective for the participants while buying a service (tour). The research gives information about which personal factors of reps must be in the most important place, which personal factors of reps must be given most importance by the travel agencies while training/employing reps and evaluating reps' performance.

KEYWORDS

Reps, Travel Agencies, Personal Selling, Salesperson, Characteristics of Salesperson, Selling Performance, Costumer Oriented Salesperson Performance