

МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ
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КИЇВСЬКИЙ НАЦІОНАЛЬНИЙ ТОРГОВЕЛЬНО-ЕКОНОМІЧНИЙ УНІВЕРСИТЕТ



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МАРКЕТИНГ: ВИКЛИКИ ТА РІШЕННЯ

МАТЕРІАЛИ

ВСЕУКРАЇНСЬКОЇ НАУКОВО-ПРАКТИЧНОЇ КОНФЕРЕНЦІЇ

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Seturi Maia

*PhD, assistant professor of marketing Department,
Ivane Javakhishvili Tbilisi State University, Tbilisi*

DETERMINING ASPECTS OF CUSTOMERS ATTITUDE TOWARDS SALES PERSONNEL

Abstract. Sales play a very important role in efficient functioning of market economy. Personal communication has a great importance in selling. This is directed towards, that the seller should assist, should help and convince potential customers to buy the product (service). Trading personnel practically helps people make the right choice. Customers' attitude toward selling methods and trading personnel significantly changed in the last years in Georgia. The consumers requirements were improved and developed. The goal of the research was to study some modern views and approaches in sales, which determining to create a dependency towards sales staff and therefore, they influence on selling indicator.

Keywords: selling, sales personnel, trade, selling methods.

Introduction. Trade and sale is one of the oldest human activities. The professional activity of the sales personnel is difficult and requires great effort. Also, sometimes people have negative attitudes and opinions towards the sales personnel. However, such attitude is not groundless. It affects on the customers negatively when sellers mislead customers. For example, in many US states accepted sales laws, in which is given what is not permissible; sellers should not deceive customers, they should not mislead them [1].

It must be noted that the interest in this issue is growing in Georgia. Local trading companies will not be able to profitable function, if they do not pay serious attention to the basic aspects of selling. In the field of trade is an important competition. The number of retail trade companies in Georgia is quite numerous. Inside the country are functioning hypermarkets, retail stores and supermarket chains, small shops in the district, etc. It should be noted that in the recent years in Georgia significantly increased number of employees in wholesale and retail trade.

Table 1

Indicators of enterprises of wholesale and retail trade [2]

<i>Year</i>	<i>Volume turnover (at current prices), mln.GEL</i>	<i>Annual average number of the employed, persons</i>
2013	22 819.9	119 638
2014	25 249.5	138 411
2015	26 690.5	156 089
2016	29 284.7	169 699
2017	32 816.3	183 884

Literature Review. People employed in sales play an important role in the country's economic system, because practically on them depend how well and quickly will be sold produced products. The efforts of salespeople have a direct impact on such diverse areas as these: the success of new products; keeping existing products on the retailer's shelf; constructing manufacturing facilities; opening businesses and keeping them open [3].

Various personnel involved in the sale have a relationship with potential buyers. Therefore, they in many case, know the needs of customers and have information about buyers. Creation of customer satisfaction is much depends on Trade staff. The seller should listen to the potential buyer when he or she asks the question or when wants to specify some aspect of the product before buying.

Trading personnel should have knowledge, mood and desire for listen to consumers, consider their needs and help them. This is the most pressing issue for shop trade today, because it has a great deal of competition with modern electronic forms of selling. Similar to the processes ongoing in the world, the number of Internet users is growing in Georgia as well and hence, the limits of its use for business are expanding as well. More and more users have access to the wire Internet. In addition, the number of wireless internet users increases as well [4].

It is impossible for trade staff to establish positive relations with consumers if they only care about their own interests. It is also important that the seller does not deceive the buyer, tell them truth about the product.

Among the modern theories about sales is worth mentioning "Golden Rule". According to this approach, customer's interests are the most important for the seller. Sales personnel serve and help consumers as to dear and loved persons. Sales personnel can't be successful in his (her) case if does not like this job and relationship with people. Sales personnel should be sure that products for sale are useful for consumers [3]. Vendors serve other people in a good mood, and the customer likes purchased products. Thus, the sales staff makes a great contribution to the welfare of people. If we compare this approach with what we see in real life, we will see that only a small number of companies use this approach [5].

To ensure the effectiveness of marketing activities, it is very important to consider such aspects as, missing buyers, number of unsatisfied buyers, number of new customers, etc. [6]. Therefore, the effectiveness of marketing activities to some extent related to the results of the sales staff.

Methodology. In our study we used marketing research methods. In the research process researcher can gather secondary data, primary data, or both. In the work there are used the concepts of marketing theories, statistic data, information existing on web-pages of certain Georgian organizations, etc.

Findings. In our opinion, sales staff should have the following characteristics and skills:

- love for his work;
- sociability;
- knowledge of the properties of products presented for sale;
- politeness;
- the ability to properly perform the procedures associated with his case;
- confidence;
- constant willingness to listen to customers and serve them;
- diligence, etc.

Conclusion. We consider some of the main recommendations to improve customer service:

- it is of great importance to employ qualified people at selling work, who have personal characteristics (communication skills, etc.), which are essential for sales career;
- it is important to increase the salaries of those workers who are selling, which are in direct contact with the consumers. Because this personnel serves other people, contributing to their well-being, helps consumers get the buying decisions. Unfortunately, the salary of such personnel in our country (in most cases) is very low; Only truly motivated sales personnel will be able to put customers in the first place and take care of them as “precious” clients.
- today, special importance is given to keep the buyers, to ensure full satisfaction of consumers [7], to establish relationships with customers based on their trust. Such events are known as relationship marketing.

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