

Trait of Sales Professionals

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Abstract : In car dealer business of Japan, a sale professional is a key factor of company's success. We hypothesize that, if a corporation knows what is the sales professionals' trait of its corporation's business field, it will be easier for a corporation to secure and nurture sales persons effectively. The lean human resources management will ensure business success and good performance of corporations, especially small and medium ones. The goal of the paper is to determine the traits of sales professionals for small-and medium-size car dealers, using chi-square test and the variable rough set model. As a result, the results illustrate that experience of job change, learning ability and product knowledge are important, and an academic background, building a career with internal transfer, experience of the leader and self-development are not important to be a sale professional. Also, we illustrate sales professionals' traits are persistence, humility, improvisation and passion at business.

Keywords : traits of sales professionals, variable precision rough sets theory, sales professional, sales professionals

Conference Title : ICEMS 2014 : International Conference on Econometrics and Management Sciences

Conference Location : Osaka, Japan

Conference Dates : October 12-13, 2014