

The Impact of Technology on Sales Researches and Distribution

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Abstract : In the car dealership industry in Japan, the sales specialist is a key factor in the success of the company. I hypothesize that when a company understands the characteristics of sales professionals in its industry, it is easier to recruit and train salespeople effectively. Lean human resources management ensures the economic success and performance of companies, especially small and medium-sized companies. The purpose of the article is to determine the characteristics of sales specialists for small and medium-sized car dealerships using the chi-square test and the proximate variable model. Accordingly, the results show that career change experience, learning ability and product knowledge are important, while university education, career building through internal transfer, leadership experience and people development are not important for becoming a sales professional. I also show that the characteristics of sales specialists are perseverance, humility, improvisation and passion for business.

Keywords : electronics engineering, marketing, sales, E-commerce digitalization, interactive systems, sales process ARIMA models, sales demand forecasting, time series, R codetrails of sales professionals, variable precision rough sets theory, sales professional, sales professionals

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