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## The Implication of Personal Selling Strategies in Motivation, Approaches and Good Grooming

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### Abstract

This study focuses on the use of strategies in motivation, approaches and good grooming in the personal selling of cosmetic products. The descriptive-purposive method of research was used; One Way Analysis of Variances statistic interpreted the correlates of personal selling strategies on motivation, approaches and good grooming. It showed that the use of strategies in motivation, approaches, and good grooming are significantly correlated. The questionnaire was validated to 12 respondents from consumers and sellers of cosmetics and floated to 140 respondents of four selected retail outlets that sell facial cosmetic products in Santiago City, Philippines. It is expected that the strategic personal selling model plan for effective salesmanship will be proposed.

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*Keywords:* Personal selling; motivation; approaches; good grooming; strategies on personal selling

### 1. Introduction

Personal selling gives the best strategy that captures a target consumer. It is where business use people called the “sales force” that meets a face-to-face encounter with the buyer.. It is the process of persuading and convincing a prospect to accept a product or a service. The aggressive and direct approach to a buyer is a strategy where the salesperson extends a lot of motivation, approaches and good grooming (Garcia & Villanueva, 2009) This personal encounter of a salesman relies on guts of a skilled marketing communicator making the most challenging part of

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personal selling (Helbig, 2011).

In the language of sales and marketing “Personal selling” singles out those situations relates to communicating values and attitudes (Arante & Gomez, 2000) A sales strategy in personal selling is something that requires hitting the sales quota, realizing the sales presentation by addressing obstacles, and making sure that of a sales voucher (Gilleland, 2004). The demonstrated message of motivation is the key to successful strategy. The salesperson is compelled to tell a memorable story to build the interest and desire of an audience (Helbig, 2011). This is done in a group selling. The most complex activity that a salesman does is to create a connection thru effective communication. It leads to a favorable action of making a sale, requiring a strategy that takes persistence, energy and focus (Phopal, 2009). This sales strategy sets out in details on how the salesperson delivers the objectives of personal selling using some approaches. This takes an edge in communicating his values that are caught from the way he looks, and carry himself during the sales presentation. Good grooming is essential part of the salesman’s passion for salesmanship. His strategies and approaches come along the way to successful communication that motivates and confirms the ethics of personal selling.

In this study, the researchers investigated the implication of personal selling on the use of strategies in motivation, approaches and good grooming. In particular, this paper has three objectives:

- To identify the needs of personal selling strategies in motivation, approaches and good grooming; and
- To know the significant correlation between the strategies on personal selling variables: motivation, approaches, and good grooming
- To Propose a Strategic Personal Selling Model for Cosmetic Products

## 2. Analytical framework

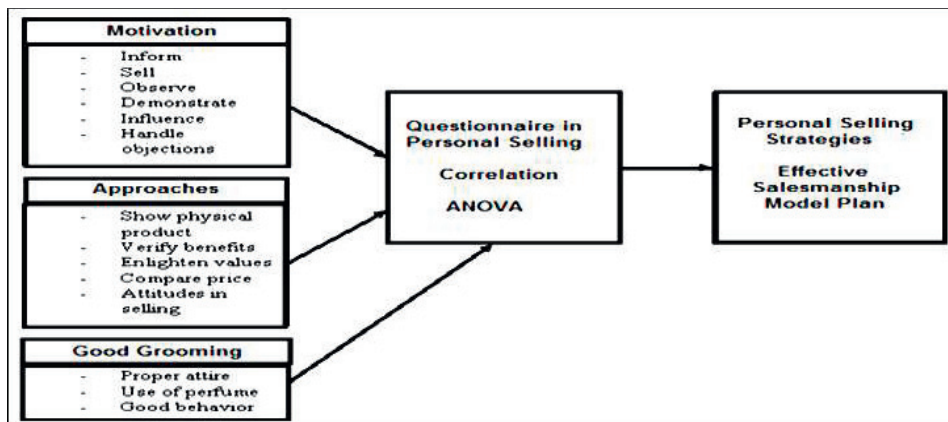


Fig. 1. The paradigm

The paradigm shows that there are three personal selling strategies used by salesmen and resellers. These are: motivation, approaches, and good grooming. The focus of motivation strategies is to inform, sell, observe, demonstrate and influence the consumer by showing the physical product, its benefits, values, and price comparison; the focal points in approaches’ strategy are attitudes in selling and handling objectives during the sales presentation; while in good grooming, its edge is proper attire and use of perfumes or cologne. It is expected that a Salesmanship Model Plan will be conceptualized for the benefit of sellers and owners of retail businesses.

## 3. Methodology of research

The descriptive-purposive method of research was used to investigate the most common personal selling strategies by the seller respondents. The mean, ranks, frequency and percentage were utilized in the analysis of

descriptive data while the one way Analysis of Variances (ANOVA) realized the significant correlation between motivation, approaches and good grooming strategies in personal selling. Before the floating of the questionnaire was validated in content analysis and split half reliability was computed at .68. The cluster respondents were asked to suggest and add their statements to complete the final content of the questionnaire before floating to the respondents. A total of 140 seller respondents of the four outlets of cosmetic products in Santiago City, Philippines comprise the total population of this study. Interviews were conducted to supplement the additional data computed in a master table analyzed and interpreted through a Micro Statistics.

#### 4. Results and discussion

##### 4.1. Most common personal selling strategies

The most common personal selling strategies used by the seller was “Good Grooming” (3.60) followed by the strategies on motivation (3.47) and the least was approaches strategies (3.42). In the motivation strategies, it takes the seller to inform, sell, observe, demonstrate, influence and handle effectively the sales objections of the potential buyers of cosmetic products. In good grooming where result discloses the highest rank, includes proper attire, use of behavior and good behavior towards his clients. Lastly, the approaches posted the following: showing the physical product to the buyer, verifying the benefits when in case the client will buy the product, enlighten their values, comparing the price, and showing good attitudes when the consumer asks questions.

Table 1. Common sales strategies used by the salesmen

Common sales strategies	Mean	Qualitative equivalent	Rank
Strategies on motivation	3.50	Often	2
Approaches strategies	3.42	Often	3
Good grooming strategies	3.60	Always	1

##### 4.2. Needs of personal selling strategies in motivation, approaches and good grooming

To identify the needs of personal selling strategies in motivation, approaches and good grooming, it needs description to the specific items that covered the content of questionnaire in the clustered categories on strategies in personal selling. In the Table 4, it shows that selling the benefits of the physical product ranks 1, followed by the demonstration on the use of the product, influence by citing the importance, observe the consumers and ask questions that lead to attention of the client to continue listening to the oral presentation of the salesman.

Table 2. Motivation strategy in personal selling

Motivation strategy	Mean	Q.E.	Rank
sell the benefits of the physical products	3.87	Always	1
demonstrate the uses of the product	3.79	Always	2
influence the consumers citing importance of the product	3.61	Always	3
observe the consumer’s interests and desires	3.48	Often	4
inform consumers about pricing and its comparison with others	3.24	Often	6
ask question about the product that leads to getting attention	3.44	Often	5
influence negative vibrations of consumers to affirmative	3.05	Often	7
Overall Mean	3.50	Often	

### 4.3. Approaches strategies on showing attitudes and negotiating objections

There are two approaches used in personal selling strategies. These are: showing attitudes and negotiating objections. Helbig, (2011) mentioned six guiding principles that should be written and shared to everyone in the selling business. These guides expected to contribute efforts in making communication more effective.. This indicated the reflection of stakeholder’s principles, processes, powers, and purposes (Connick, 2013). Perfecting the plans was cited as to strategize by using the 4 P’s (Riley, 2012) that empower and reflect the purposes and objectives of a sales plan.(Gilleland, 2004). It can be developed by whoever uses the strategies to their best advantage. Result of showing attitude approach showed a higher mean than the negotiating objectives. This disclosed the strategic personal plan to have its focus on showing courtesy, being patient and industrious and answering honestly the questions asked by the client. Wearing proper attire and using perfume or cologne was confirmed to be needed in a strategic selling plan.

Table 3. Showing attitudes approaches

A. Showing attitudes approaches	Mean	Qualitative equivalent	Rank
with courtesy like saying “hi”, “hello” or “good morning”	3.80	Always	1
patient in introducing the product	3.54	Always	3
provide verification on the value of the product	3.29	Often	7
caring attitude during the actual selling	3.42	Often	4.5
industrious in prospecting potential consumers	3.60	Always	2
agreeable attitude while explaining the features of the product	3.42	Often	4.5
reliable attitude	3.38	Often	6
Overall Mean	3.49	Often	
B. Negotiating objections	Mean	Qualitative equivalent	Rank
agreeable about objections	3.34	Often	5
understand fully the objections	3.49	Often	3
lead the consumer to answer his own objections	3.39	Often	4
answer only what is being asked	3.61	Always	2
answer as honestly the best you can	3.67	Always	1
confirm and verify the just concluded explanation	3.11	Often	6
Overall Mean	3.43	Often	
Good grooming strategy	Mean	Qualitative equivalent	Rank
wearing appropriate attire	3.73	Always	1
using cologne or perfume	3.62	Always	2
proper hair style	3.22	Often	4
wearing simple accessories	2.68	Often	3
wearing correct combination of attire	3.09	Often	5

#### 4.4. Analysis of variances in motivation, approaches and good grooming

Table 4. ANOVA on relationship between motivation, approaches and good grooming

Source	df	ss	Variance EST	F Ratio	Critical ratio	Decision
Between the group	3	1180327923	393442641	42.3778	2.83	Reject
Within the group	556	5162003385	9284178.75		4.29	
Total	559					

It shows that motivation, approaches and good grooming are significantly correlated: The critical value of 2.83 at .05 degrees of confidence level and 4.29 at .10 level of confidence rejected the null hypothesis. It is concluded that motivation, showing attitudes, negotiating objections, and good grooming are significantly correlated. Those that described selling benefits, demonstrate the use of product, citing the benefits to the consumer, courtesy, industry in prospecting consumers, patience, honesty and answering only those that are asked, wearing of appropriate attire and using cologne or perfume were implied in personal selling's very important in the inclusion of strategic personal selling in motivation, approaches and good grooming.

#### 5. Proposed strategic personal selling model framework plan



Fig. 2. Personal selling model framework plan

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