

TABLE OF CONTENTS

CHAPTER	PAGE
1. INTRODUCTION	1
Objective of the study	6
Significance of the study.	7
Organization of the study	9
2. LITERATURE REVIEW	10
Personal Selling concept.	10
Determinants of Selling Effectiveness.	12
Identification of Needs and the Selling Process	15
Knowledge Structures	22
The Service Encounter	23
Demographics	25
3. RESEARCH METHODOLOGY	27
Data Collection Procedures	28
Sampling Design.	28
Survey Instrument Design and Measurement Scales	29
Reliability	31
Analyses of the Data	33
4. RESEARCH RESULTS	36
Characteristics of the respondents.	36
Reliability analysis	43
The relationship of demographic variables	45
The relationship of demographic variables with the sales process scores.	45
The relationship of sales process and demographic variables with first year commission	65
Predictors of first year commission	71
Multicollinearity	71

5.	CONCLUSION73
	Summary of finding73
	Limitations of the study75
	Managerial implications77
	Recommendation for future research81
6.	BIBLIOGRAPHY83
	APPENDIXES87
	Appendix A: The Survey Questionnaire	
	Appendix B: The Sales Process	
	Appendix C: Industry facts and figures	
	Appendix D: Chi-square significance	
	Appendix E: R square values of predictor variables	
	Appendix F: Multiple Regression	