

THE ROLE AND IMPORTANCE OF THE COMMUNICATION IN THE PROCESS OF MOTIVATION OF SALES STAFF

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İletişimin Satış Elemanlarını Motivasyon Sürecindeki Rolü ve Önemi

İşletme yöneticileri işletmenin amaçlarını gerçekleştirebilmek için mevcut bütün iç ve dış kaynakları, araç ve olanakları kullanarak çalışanların bütün faaliyetlerini planlar, örgütler, yönlendirir, koordine ve kontrol eder. Küreselleşme ile birlikte işletmelerin başarılı olmalarında en önemli etkenlerden birisi olan insan gücü önemini giderek artırmaktadır. Bir işletmenin başarısı o işletmenin insan gücü ile yani çalışanlarının ve yöneticilerinin başarısı ile ölçülmektedir. İşletmelerin sahip oldukları insan gücü içerisinde satış gücü etkin ve önemli bir yere sahiptir. Bu nedenle işletmenin satış gücünün motive edici bir güdülenme sürecine dahil edilmesi gerekmektedir. Motivasyonun sağlanması amacıyla etkin bir örgüt içi iletişimin gerçekleşmesi kaçınılmazdır. Bu iletişimin etkinliği, motivasyonun hem satış elemanları ile satış yöneticileri ve tüketiciler arasında, ve hemde satış elemanlarının kendi aralarında olmasını gerektirmektedir. Satış elemanlarını motivasyonunun ilk

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basamağı olan iletişim kurulması şartı ürün, müşteriler, işletme satış kotaları ve satış yarışmalarına ilişkin karşılıklı etkileşimi sağlayacak biçimde gerçekleştirilmelidir.

Anahtar Sözcükler: Satış elemanlarının motivasyonu, Motivasyon

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Introduction

The development and change in marketing activities have brought intensity and complications in sales struggle with them. That marketing focused on consumer's satisfaction and gave importance to social responsibility have loaded an additional burden to sales staff in addition to persuasion promotion and obtaining continuity in the sales. At the same time, sales region have become different and haven't approached each other. So, Sales staff are mostly away from these families and companies. With the mentioned reasons, That the setting of communication with sales staff is an obligation. At this point, the motivation of sales staff is the matter. Motivation is a process starting with a stimulation, and leading to a certain behaviour depending on this, occurring a satisfaction in person when reached required goal. The motivation leads to move the organism and causes the behaviour (Hilgard 1962:124). From the starting point of this, it is wise to accept that setting communication with sales staff is the starting point of the motivation. Because, according to the communication set, sales staff will direct to the goal of being successful with a certain effort.

As long as the motivation is provided, the reach at the goal directed will bring the satisfaction feeling with it.

The Communication with Sales Staff

The communication which will be set up with the aim of providing in motivation should be taken into consideration in two ways both with sales staff sales managers and consumers, and between the sales staff themselves. Because, the communication wouldn't be able to set up with himself, both the sales staff doesn't realise what to do exactly, and he wouldn't put forward the change and improvements which occur in the result of the motivation of sales staff. This situation will lead to work unsatisfaction because of the uncertainty of role, conflict of the role and not providing of the motivation. Because, work unsatisfaction is a process about the motivation of sales staff and the fulfilment of work (Kohl 1989:45).

In order to abolish all negativeness in the process of the motivation of sales staff, the obligation of effective setting of communication should be realised in such a way that it will provide interaction of consumer, product, sales quotas of the enterprises and the competition of sale.

Information Process Of The Communication About The Sale Staff

Sales staff have different features from each other in a number of enterprises. That these purposes and features should be approached to each other as much as possible depends on

the effectivity of the communication set up by the sales staff and the management of the enterprise. An effective communication should carry on the purpose in order to provide a powerful enterprise, to influence the environment and to motivate sales staff (Berlo 1960:12). While the information related to the demands and motivation of the sales staff is obtained on the one hand, it will be provided the information about their firm, product and consumers on the other.

Giving Information About The Firm

The place and importance of the firm in the industry should be told to the sales staff well (Cespedes 1989:48). Because, this situation has a positive effect in feeling their Works as more valuable (Brennan 1989:79). Besides this, giving information about cost, profit, stock and share of market should be examined with the aim of motivation (Siegel 1987:61). That this information become true has a positive effect about their fidelity to work and the reliance against to the enterprise (Schenk 1990:34). In addition, sales staff should know, certainty, the policy of price of the firm. When the customer ask about this subject, he should have the ability of being able to answer (Still, Gundiff, Govani 1988:346).

In a study carried out, because the situation of the stocks at that time couldn't be explained truly to the sales staff, when sales staff were wanted to be appointed with the aim of being sold the same product in later period, it was observed that most of them had a low willingness levels. Because, in a previous period, as the

sales staff receiving their orders didn't know that there was adequate stock, they took more orders then they could meet, and they couldn't meet the demant (Schenk 1990:35).

Giving Information About The Product And Consumers

The features of sales staff, such as persuasion and giving reliance haven't been acquired easily by means of giving information. In addition, even if these features were acquired previously, in order to be used effectively, giving information about product and consumers is inevitable for those of unexperienced and new ones (Johnston 1990:334). In a survey including ten different industries and nearly ten thousands sales staff, the existance of the relationship between giving decision right and quich of the sales staff and the levels of giving information about the product and consumers were investigated. In the result of the survey, it was found out that the sales staff recognising the products they sold, having knowledge about the consumers previously made decision quicker and truer then the other ones (Bragg 1988:74).

The Knowledge About Markets And Rivals

The salesman shoul't know the fields of interest of their customers, the habits of purchase, the stuation of their finance. The salesman should know the questions, such as who to purchase, what to purchase, how to purchase. The markets are in the change continuously. Thus, the changes in this field should made in such away that it includes the changes in market (Stil,

Gundif, Govani 1988:345). Giving knowledge about the products to the salesman isn't adequate. The salesman should know the problems of the customer, what the demands about the product would be (Burskirt 1992:396).

Knowledge About Quata And Competition

In order to be able supply the motivation, The goals of work success realised by sales staff should be adopted. In order to supply this, the ideas and knowledge which will occur personnel motivations of the sales staff should be taken. So, The levels of the staff's willingness and dependence will increase (Kohl 1989:45).

For unexperianced sales staff, even if this situation isn't current, it is possible for the others for many times (Freedman 1989:51). The types of approaches of company managers against the motivation of sales staff is very important. Some managers looks at the sales staff as the pile of people doing same work and having the same motivations. So, They tend to decide by themselves in determining of competition and the quates (Fraudenberger 1991:88).

Increase of determining of quates and competitions by the participation of sales staff, There is an anxiety that there will be reduction in the levels related to the goals of work success.

Particularly in industrial product market, company manager should take the views of sales staff in the determination of the goals of worksuccess at least. So, tanks to the participations of the sales staff, in order to reach at their goals, more efforts will be

required. When the goals was realised, the sense of trust for themselves will come into existence (Shenk 1990:33). Related to this, In a study including in eight hundred sales staff, it is found out that the ideas of 76% of the sales staff weren't taken in the subjects such as increase of the sales and evaluation of selling regions. At the same research, it is detected that 56% of thought that they weren't paid attention , and the levels of willingness in sales efforts became low (Waite 1985:44). So, The motivation starting with the process in which sales staff were informed about the firm, product and consumers should be continued with suitable timing and a contiunity including in the ideas of the knowledge of sales staff.

Conclusion

That the conditions of the competition became word day by day and the change and improvement in the field of marketing have brought some difficulties in sales efforts with them. Those who feel these difficulties most are the sales staff. Because the motivation provided the effectivity of sales staff, it brings their satisfaction with it. The starting point of the motivation providing work satisfaction is an effective communication including the relations sales staff and the consumers. Besides in formation which is only one dimension of the communication, the participation of sales staff should be supplied in the sales volume and activity volume quates and in determination of the competitions. So, it is possible to provide the sales to gain the adoption of their work, feeling that they were given value, the

occurrence of self confidence. To realise a certain amount of sales and to present a certain sales service are among the purpose which are already available. With the participation of sales staff, it is possible to come near with the purpose of companies and those of sales staff.

This situation contributes positively in the efforts of the sales staff. Proces of motivation, with the giving information of sales staff and receiving their ideas, starts then, it continues with the direction of the goal of work success. While motivation prevents the loss of time and cost in selling activities on the other hand, it increases the possibilities of obtaining of work satisfaction. This increases the sales and the enterprises, and contributies positively in the survival of the company and in the realisation of their plans.

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