



T.C.

YASAR UNIVERSITY

SOCIAL SCIENCES INSTITUTE

MASTER OF BUSINESS ADMINISTRATION

**THE IMPORTANCE OF PERSONAL SELLING, SALES
PROMOTION AND IMPLEMENTATION**

MASTER'S THESIS

MERT KÜÇÜKYUMUK

Thesis Advisor: Prof. Dr. Ige Pınar

İZMİR 2015

I certify that I have read this thesis and that in my opinion it is fully adequate, in scope and in quality, as a thesis for the degree of Master of Science.



Prof. Dr. İge PIRNAR

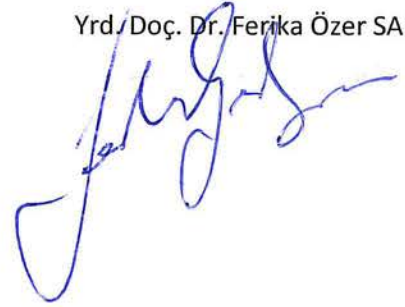
I certify that I have read this thesis and that in my opinion it is fully adequate, in scope and in quality, as a thesis for the degree of Master of Science.



Doç. Dr. Çağrı BULUT

I certify that I have read this thesis and that in my opinion it is fully adequate, in scope and in quality, as a thesis for the degree of Master of Science.

Yrd./Doç. Dr. Ferika Özer SARI



Doç. Dr. Çağrı BULUT

Director of the Graduate School

ÖZET

Günümüzün artan rekabet ortamlarında ve ticaret hacimlerinin genişlemesiyle firmaların markalarıyla ilgili olarak satış geliştirme faaliyetleri geliştirirler. Her firma için bu faaliyetler farklılık gösterir. Eğer satış geliştirme faaliyetlerinin olmaması veya yanlış ya da eksik yapılması firmanın satışlarında ve müşteri memnuniyetlerinde negatif etki yaratacaktır. Satış geliştirmede ise en önemli unsur kişisel satış uygulamaları oluşturmaktadır.

Kişisel satış, firma çalışanlarının hedef müşterilere bire bir diyalog halinde oldukları ve ürün ya da hizmetlerin tanıtımını ve satın alma isteği uyandırma çalışmalarıdır. Bu çalışmamızda ise satış geliştirmenin kavramsal açıklaması, amacı, önemi, özellikleri, satış geliştirme faaliyetlerinin satışlara olan katkısı, yöntemler, planlamalar ve kişisel satış ile ilgili her türlü açıklama yapılmıştır. Yukarıda belirttiğimiz gibi, her firmanın satış geliştirme faaliyetleri ve çalışmaları farklılık gösterir.

Bu araştırma çalışmasında; Volvo Trucks Türkiye satış direktörü ile yapılan çalışma temel alınmıştır. Satışlarındaki satış temsilcilerinin önemi ve kullandıkları satış geliştirme metotları açısından bu firma seçilmiştir. Trucks sektörü oldukça zorlu ve dar bir sektör olduğu için satış geliştirme metotlarına ve satış temsilcisine büyük önem verilmektedir. Ayrıca kişisel satış kavramı da firma bünyesinde sıkça kullanılmaktadır. Yapılan çalışma ile firmanın satış geliştirme kavramı açısından neler yaptığı, kişisel satış temelinde nerelerde başarılı olduğu ve nerelerde hata yaptığı belirlenmeye çalışılmıştır.

Anahtar Kelimeler: Satış Geliştirme, Kişisel Satış, Volvo.

ABSTRACT

In today's competitive environment is increasing in the expansion of trade volume. Development of sales and activities are regarding the brand of the company. These activities vary for each company. If the lack of sales development activities is making of false or incomplete, it will have a negative impact on the company's sales and customer satisfaction. The sales development is the most important element in personal sales practices.

Personal selling, if they are employees of a company to target customers in a dialogue and the promotion of products or services purchase request wake-up calls. In this study the conceptual description of the development, sales, purpose, significance, characteristics, contribution to sales of sales promotion activities, methods, planning, and any statements made about personal selling. As mentioned above, each company's sales and development activities studies.

In this research; Turkey is based on studies conducted by Volvo Trucks sales director. The importance of sales and sales promotion methods used by these companies has been selected. Trucks industry sales and sales development methods attach great importance because it is quite challenging and a narrow sector. It is also frequently used in the company within the concept of personal sales. What made his work with the company in terms of the concept of sales promotion, personal selling on the basis of where it was successful and try to determine his whereabouts failure.

Key Words: Sales Promotion, Personal selling, Volvo.

CONTENTS

THE IMPORTANCE OF PERSONAL SELLING, SALES PROMOTION AND IMPLEMENTATION

TURKISH SUMMARY	i
ABSTRACT	ii
CONTENTS	iii
LIST OF TABLES	vii
INTRODUCTION	viii

Chapter One Sale Promotion

1.1. The Concept of Sales Promotion.....	1
1.2. The Purpose of Sales Promotion Activities	4
1.3. The Importance of Sales Promotion Activities	6
1.4. Features of Sales Promotion.....	7
a. The Advantages of Sales Promotion	7
b. Disadvantages of Sales Promotion.....	8
1.5. Contribution to Sales Promotion Activities	8
1.6. Sales Promotion Methods	9
1.6.1.Sales Promotion Techniques Based on the Power of Sales.....	9
1.6.2.Agent-Based Sales Promotion Techniques	10
1.6.3.Development Techniques Based on Sales to Customers	10
1.7. Development Activities of Sales Planning.....	12

1.7.1.Goal Setting	13
1.7.2.Defining the Target Audience	13
1.7.3.Alternative Strategies	14
1.7.4.Program Development.....	15
1.7.5.Testing Programme	15
1.7.6.The Implementation of the Program	16
1.7.7.Evaluation of the Effectiveness of the Program	16

Chapter Two

Personal Selling

2.1. The Course of Personal Selling	17
2.1.1.Structure of Personal Sales	18
2.1.2.Personal Selling Objectives and Strategy.....	20
a.Find Potential Customers:.....	21
b.Convince Prospective Customers:.....	21
c.Ensuring the Continuity of Customer Satisfaction and Continuity:.....	21
2.1.3.Advantages and Disadvantages of Personal Selling	23
a.Advantages.....	23
b.Disadvantages	24
2.1.4.Personal Selling Intensive Sectors.....	25
2.1.5.Types of Personal Selling.....	25
2.2. The Elements of Personal Selling.....	26
2.2.1.Personal Selling Process.....	27
2.2.1.1.Identify And Qualify Potential Customers (List).....	28
2.2.1.2.Preparation.....	29
2.2.1.3.Approach Potential Customers (First Interview)	30

2.2.1.4.Promotional and Presentation	32
a.Attention:	32
b.Arouse Interest:	32
c.Awaken Desire:	32
d.Activation:	33
2.2.1.5.Eliminate the Problems.....	33
2.2.1.6.The Last Decision	33
2.2.1.7.Follow-Up and After-Sales Service Keep	35
2.3. Personal Selling Techniques	36
2.3.1.Direct Sales	37
2.3.2.Sales By Phone	39
2.3.3.The Internet Sales.....	40
a.Presenting Information	40
b.Intensive Communication.....	40
c.To Be Interactive (Mutual Communication):.....	41
2.4. The Concept of the Sales Representation	42
2.4.1.Definition of the Sales Representative	42
2.4.2.Required Properties and Capabilities of the Sales Representative	43
2.4.3.Duties of the Sales Representative.....	48
2.4.4.Expectations From Potential Customers, the Sales Representative.....	50

Chapter Three
Case Study

3.1.	Methology.....	51
3.2.	Sampling.....	52
3.3.	Limitations.....	53
3.4.	Method.....	54
3.5.	Survey Questions-Answers.....	54
3.6.	Case Study.....	65
3.7.	Evaluation of Survey Results and Market Outlook.....	70
CONCLUSIONS AND RECOMMENDATIONS		75
REFERENCES		80
APPENDIX		89

LIST OF TABLES

Figure 1. Selling off or Finish	Page 38
Table 1. Sales Promotion Means	Page 4
Table 2. Personal Selling Factor	Page 19
Table 3. Personal Selling Process	Page 29
Table 4. Duty of Sale Representative	Page 51
Table 5. Strengths of Volvo Truck	Page 67
Table 6. Weakness of Volvo Truck	Page 70
Table 7. Recommendation of Volvo Truck	Page 77
Table 8. Suggestions For Volvo Trucks to Improve Selling	Page 78

INTRODUCTION

Sales development; enterprises brand or the value; they bring to themselves in the service of an effective advertising tool. Today, a rapidly evolving and increasing global economic structure, which assumes in the circumstances, a successful marketing firm aimed at the most easy and economical way which could reach to the target audience of the brand. The only way lies in the development of the sales.

As the economies in developed countries in Turkey towards the change which occurs from seller's market to buyer's market. Sales development, communication has become an important and indispensable tool of the marketing mix. Because selling, as a result, the basis of trade businesses of all sizes in every industry has seen as the main reason for the existence of the sale of supports and develops. Through the various activities in each dimension of tradable will maintain its importance and spread to larger areas in the future.

Although it is used sales development concept for national and international marketing in the literature, that has a limited location. Sales development is in a growing number of retailers in recent years; it is depending on the size of the organization and is practiced by many businesses. They have reached; and this is not even able to progress quickly enough defined or could be recognized. Here are made from the elements of sales promotion marketing mix which is also high as compared to the share of independently being addressed. Sales development or in other words the effort to increase sales or communication is often one of the elements of the promotion mix. Personal selling, public relations and advertising are nested and can be explained by the fact that with its proximity (Fuchs and Unger, 2003).

Topic is relationship between Sale development and personal selling. I try to learn affect of personal selling on sale development. Other part is sale promotion. In the World, internet sale grows fasly. Customers can buy many things from internet. So most of them do not talk with sale representatives. They can provide their needs by computers, internet and shopping web site. Most of company serves customer's needs which send to their home. Everything is coming to customer's home or where they want.

If sale representative try to take meeting time from customers. Most of time customers deny to give appointment time. Because they can easily reach everything that you want. Computer and Internet are ways to reach their needs. So face to face meeting method's trend is decreasing. But some of kind of business is using personal selling methods and sale representatives. For example is an automobile industry. You can not buy car from internet. Every people needs to visit car shop and see the car which they want to buy. Personal selling is necessary for them to sell their products. According to this issue topic gain importance and in the future sale representative and serving for customers gain value for companies. In addition to this issue, because of competitive forces, companies always have to develop their sale methods. Sale promotion gain importance. Problem is how personal selling affect sale promotion, how company can solve problems about sale promotion, if company use sale representatives, how they will co-operate sale promotion activities and sale representatives. In the future people can everything without visiting places, it is a good question to show the sale method's kind.

Sales have been reported in some studies in the literature on development activities that we do. Öztürk (1993) in his study enterprises means to produce consumer goods for customers in sales promotion activities, and it has worked to review the planning process. Wansink (1996) in his study of unit costs of products in sales promotion efforts and consideration of the sizes in the product packaging has conducted research on the impact.

Chen and others (1998) from sales promotion efforts by studying the practices cup with discount price, these applications of products of low or high depending on if they are priced, numerical or proportional as sensations of customers' perceptions as influencers in what direction is being explored. Yolal in another study (1998) in accommodation establishment's front office sales development and revenue are to increase the structural analysis of the function of a field survey was conducted.

Koldas (2006) examined the development of fair trade sales and the impact of his work which the results have revealed.

CHAPTER ONE

SALES PROMOTION

1.1. The Concept of Sales Promotion

Every business profit and sales development activity is with the aim of showing continuity which are showing them who are meticulously with a focus on actions that will carry forward. It is possible to encounter with many definitions in the literature about this concept.

Sales promotion, advertising, personal selling, direct sales, and public relations efforts outside of participation in fairs, non-permanent exhibitions, exhibition, and other sales efforts.

Coroglu (2002:67) sales promotion, advertising, personal selling, advertising, direct your marketing efforts outside of, non-permanent agent to increase the effectiveness of, it is defined as own promotion and sales efforts. Short sales promotion is kind of sales of a product or service are in the short-term incentive (Yi and yun, 2009:29).

Terpstra and Sarathy (2000:490) is if, direct advertising, personal selling, and public relations are defined as basic activities such as to cover the sales efforts.

The intake of the consumer or user to mobilize and raise the effectiveness of the agents, unsustainable, for promotional purposes which has in the short term to buy unique promotional and sales efforts in sales; is defined as development that encourages actions (Single, 1999:780).

Finally, on this concept the American marketing association (AMA); “personal selling, advertising and public relations is kind outside of activity, and to try pushing customers to buy products, increase the effectiveness of the agent, in the short term, retailers, or wholesalers for consumers, marketing practices for increasing the pressure.(Engel and et al., 2000:422).

Any institution or organization (non-profit institutions except for) the ultimate goal of is to achieve the highest profit as possible. In this case, organizations products and/or services try to be offering a better than your competitors which is way to have to convince consumers to buy their products. Thus, all over the world due to globalization, the competition are involved also advantageous in the case. Apart from that, benefiting from the rapidly developing technology firms has increased the intensity of competition. (Moreno, 2008:3).

Today, businesses are not only with local businesses, no longer have a chance to compete with foreign businesses from abroad to market entry that easily, hence, increased the intensity of competition. The softening of barriers that restrict trade relations, has given a new dimension to the effects of the liberalization of international marketing. This concept revealed the importance of sales promotion activities. (Ener, 2003:232).

Companies are an important part of their activities, or introducing a new product to the market while providing the technologies engaged. When they were introduced to the market a new product, the product involves serious risk for the future of businesses. To be able to hold on in the market, in the initial stages of the product for the future is at a critical stage. Advertising activities are the most important part of the process. Especially a large part of the promotional efforts, therefore, first of a new product is used as a stimulant (Delre, S.A. Jager et al., 2007:286).

A wide range of products are in sales development tools (coupons, contests, deals, pirin and others) It has many unique qualities of each. Drawing the attention of the consumer sales promotion leads to the purchase of the product. These tools provide a strong incentive to consumers to buy additional things by giving consumers. (Kotler and Armstrong, 1993:396)

Sales promotions are usually short term. Businesses short-term sales promotions, as they apply to chosen with the target audience to buy. With advertising sales promotions at the point of this request are separate from each other. (Kotler, 2000:597). Sales promotions, consumer to buy a product for short-term implies that the impact occurs with from promoting tools. Therefore, sales promotion campaigns made in a certain time covered by the temporary gain is obtained from (Berkowitz et al., 1994:501).

The positive effect on the motivation of consumer's, sales promotion is high and consumers' purchasing behavior has the fastest impact on the promotional activities. (Yahaya, et al., 2009:47)

Sales promotion activities with different applications have being developed every day by comparison, the cost of advertising in (to developments in the field of use) according to increase in sales promotion are more likely to increase the cost. The reasons for this increase are listed below (Islamoglu et al., 2006:257-258).

Being necessary to put clear of your products or services, increases in the cost of other media and alternative of their pursuit of promotion to be, to have the desire to achieve results in the short term, in particular, the agents will be able to assist in the sale in ensuring the pursuit of marketing programs to be effective. The value of the decreasing the effectiveness of mass communication advertising and sales promotion activities are the reputation of increasing day by day, shortening the duration of planning, micro-Sunday approaches; sales promotion activities partitioned according to the mass media and sales promotion reduces the risk of be quite effective in the market.

1.2. The Purpose of Sales Promotion Activities

Sales promotion activities, , there are objectives for the agent, for customers and for opponents. These three goals the properties of the group, such as the following it is possible to sort through:

Features	For Company	For Market
Communication	Enterprises brand or the value	Global Marketing Structure
New Trend	The Easiest way To Reach Customer	Global Competitive Forces
Short Term	Increase Sales	Market Condition
Activity	Effect customer to buy product	Advertisement
Increase Sales	Sales Development	Intermediation Companies, manufacturer, big-small companies

Sales Promotion Means

Sales promotion has some features. One of them is communication. Because promotin activities can be maden by customer and companies. So company needs to connect strong relation with customers. They have to understand why company does this activity. Communication effects customer to know company and company products. Promotion target is to increase company's reputation according to company position. Other thing is creating new trend in marketing activities. Because sale promotion sometimes influence marketing environment, other companies think to change their strategy for marketing. Customers think that company presents strong and good opportunity to buy products by using new trends method for promotion.

Sale promotion is kind of activity. It is not long term strategy. Its aim is to effects customers and increase sales. Besides firstly other aim is to take action in the market. If company is to be success, they will win the competition between other rival companies. It leads the competition so they will create strategy with its success performance. So other companies are trying to find new things, success company can create new activities without thinking other company. Because the company will be the first according to other rival companies in the sale promotion activies. It does not need to think or notice rival company's staregy; it will be the first company in its sector.

Company enterprises the brand-value by using promotion activities. Because of competition market, companies try to reach more customers. So promotion is the easiest way to reach more customers. If activity provide in television, radios or other social patforms, so customers will hear promotion from different people or mobil equipments.They tell this promotion acitivy with different people so most of customers learn easily. So customers effect and buy products. Some of them suggest their friends to buy products. All of them provide to increase company and products reputation. The company starts to expand their sale channels.

In the world, Global marketing structure and global competitive forces enforce companies to take action quickly. There are many companies and many products in the market. Every company tries to be different between other companies. Their aim is to be the first for promotion activity. Especially products are not different according to other rival company's products. So customers analyze which company presents good offers and more advantage with products. Becuase of this situation, in the 1900s, only big companies has tried to do this acitivity but in the 2000s, manufacturer companies, intermediation companies and big-small compaines create new activities and create new strategy to increase sales volume by using promotion activities. To achieve, sales and other promotional components together in harmony development activities should be handled, should be planned and implemented (Coroglu, 2002:69).

It is very hard process for company, but this is very important for choosing right activity. And if companies want to be success, they will follow to these steps. And they have to analyze after finishing steps. Planning-handling-implementing must follow one after another.

1.3. The Importance of Sales Promotion Activities

Increasing importance of customers and sales development for the benefits described in the previous section. Changing consumer features, purchase decisions 70% of a large proportion the fact that are given at the point of sale, low price and incentive reductions that do not depend on the brand to customers who do not prefer to be underestimated the magnitude of this phenomenon which is even more effective and necessary.

In line with the increasing importance, consumer-oriented sales promotion activities that implement a remarkable increase in the number of businesses are observed. Previously, the only manufacturer that are evaluated when activities are under the responsibility of sales promotion, retail formats and new business by their manufacturers in accordance with the development of the sector, as well as by the commercial sector (intermediary organizations, large and small retailers)

Sale development activities for consumers can be grouped under three headings. First is being selling directly to the customer by the manufacturer except for the point, sales made in development activities, accessible anywhere (at home, at work, can spend their spare time in all places where). In the second heading is being by the manufacturer directly to the customer at the point of sale, the point of sale or on their own behalf and in partnership with the owner to get more involved and increase your visibility to sales promotion activities that conducted in the showcase, the third heading is by the retailer, regardless of the manufacturer at the point of sales development activities on their own initiative.

From conflict that may arise between retailers and manufacturers, aim to strengthen their position in order to be able to make more profitable and frequently. They are able to go down this road.

The purpose of these events are provide that it is easier to be able to attract customers into the store, also consumers are come to the store again to create and store loyalty (Coroglu 2002-87).

Consumer-oriented sales promotion tools, both for producer organizations and intermediary organizations for without differences can be easily applied. Increasing competitive markets influenced by sales promotion tools in innovative marketing e benefit of the price-based instruments and non-price tools can be classified in two main groups (Gedenk, 2002-63).

1.4. Features of Sales Promotion

Due to the presence of the superior and weaknesses of the sales promotion activitie and the companies of these features you must pay attention to when making the application. Because some companies which can be valid for an application, may not be applicable to another company (Odabaşı and Oyman, 2002:196).

a. The Advantages of Sales Promotion

Sales development practices to create the feeling of winning something intermediaries between consumers and the development of positive attitudes towards product it provides. In addition to other work that is applied for consumers to buy something extra leads them to win. Sales development provides a direct incentive because of the efforts that is likely to see an increase in sales. That is particularly quite flexible sales and development activities in new promotional of the product that can be used at any stage in the process. Sales promotion that can be implemented effectively by businesses of different sizes is one of the most important situations. And sale promotion expands company's environment and creates new opportunities for their sales channels (Odabaşı, 2001:196).

b. Disadvantages of Sales Promotion

Sales development of the superior side as well as, there are weak spots. Sales development flawed an inadequate a property more than once. Over-priced merchandise sold with a constantly improving the sales, the development of an inadequate product of the distribution of sales is not a walk in. About the price because of the repetition of sales promotion activities can lower the perceived value of the product or brand (Burnett and Moriarty, 1998:315). Spending money might be problem for companies. Because if the company create effects on customers, they will need to spend more money and allocate budget in the beginning of year. If the activity is not success, so budget will damage company's profits. Another disadvantage is to spend more time to organize all activity process. At first team is established, so some of the worker spend time, they can not do their real issues. So many meetings have to organize; companies need to make agreements with agents.

Other disadvantage is taking risk for company's position in the market. If promotion is unsuccessful, it will damage company's position and product's reputation. And the production will decrease its value in customer's mind. Customers want to buy products instead of this products which promotion activity effects bad influence. Company management side has to make new decisions because of bad influence. Company has to create new strategy for fixing bad influence.

1.5. Contribution to Sales Promotion Activities

The instrument of the marketing and communications mix for sales development is gaining importance in recent years. It is a consistent and growing. This is not only in the increase in the budget that is allocated to the development of sales, but also is reflected in the change of thinking in the business world. As a result of this change sales promotion is short-term independent of each other to solve problems a large number of individual action rather than being a tool of the marketing mix of tactical and operational in the whole place, which is an accepted and are being converted to the strategic direction of the vehicle.

In other words, sales development sales only should not be referenced as a tool of thought; the application of a detailed plan, a thorough and adequate preparation should be done after (Geml, 2005-76).

Foreign investors in our country they have been considerable studies on development practices and serious sales in retail establishments. Parallel to this development, the topic and businesses are done by establishing a marketing organization who believes in the importance of sales development department structures even expanded.

1.6. Sales Promotion Methods

Sales promotion activities show a lot of efforts that can be classified in many ways. Usually customers for sales promotion activities are against the vendor and the agent can be classified in three main groups.

1.6.1. Sales Promotion Techniques Based on the Power of Sales

Sales force or vendors, based on the development of sales, to motivate firms to the work of their own sales staff, to increase their commitment to the enterprise and apply for sales promotion techniques that are salespeople to be successful. In this sense, the purpose of sales development activities based on the strength of sales, the sales staff by providing friendlier and sincere their work within the organization increases the chances of success. Implemented a sales force to achieve the objectives stated above the main companies based on sales development activities they resort to. These activities are sales materials, contests, meetings and promotion (Coroglu, 2002:75).

1.6.2. Agent-Based Sales Promotion Techniques

Intermediary institutions based on sales development techniques, or by other members of the marketing channel of distribution, channel the thrust of the manufacturer products that are used for the purpose of expenditures. Distributors, wholesalers and retailers based on sales intermediary institutions covering manufacturer's products in development activities that are able to convince the other members of the channel to transport in this way. The distributors and wholesalers can use these activities to encourage retailers to purchase products.

(Clow and Boock, 2002:307).

Agent-oriented sales promotion techniques;

- Unrequited Products
- Trade fairs and exhibitions,
- Jointly Advertising,
- Vehicle Discounts,
- The agent against contests and
- Mediation Meetings.

1.6.3. Development Techniques Based on Sales to Customers

Customers for sales promotion techniques or tools, directs you to buy now or buy later These;

Sample product distribution: Products can be purchased after trying a times taken continuously, assuming that a product manufactured new attempt, the Sunday is free to spread different parts in order to increase sales volume and distribution (Kotler, 2000:601).

Refunds: One of the tools for Manufacturer sales promotion businesses are money back. Customers returned them in exchange for proof that the products are buying a certain amount of contains (Clow and Baack, 2004:349).

Coupons: Coupons, carrying on a particular monetary value , face value on saving up to buy a product and distributed to the consumer in different ways , buying and selling is a technique that activates again as soon as possible (Hsu and powers, 2002:297).

Following the acquisition of gift products below the price of any product or service in return for a low price or free gifts are given (Odabaşı and Oyman, 2002:211).

Sweepstakes and contests: Sweepstakes and contests, win prizes or money to the customers by sending the name and address of participating and luck, depends on the performance of activities (Assael, 1993:574).

Sponsorships: Sponsorships sales development is a technique which, in order to achieve the communication goals of businesses connected, sporting and social areas such as tools. In the areas, it needed to be developed with the support of all activities of planning, implementation, organizing, and controlling (Okay, 1998:23).

Price reductions: This method means discounts on product prices in order to increase the sales of the products, enterprises, across this technique can be of different types and usually short-term are used. Other discount buy now later shaped it as a type campaigns (Duncan, 2002:573).

Advertising materials are for consumers and large customers, it means that generally is applied in different ways. Limit the number of offers for advertising materials and more exclusive products are important and large customers, while customers prepared for lighter, notebook, sunglasses, cheaper materials, such as pens consists of (Cengiz, 2002:179).

1.7. Development Activities of Sales Planning

Whichever the target audience is used regardless of a promotional program that aimed at in which is undertaken before, businesses should first bring clarity to some critical points. There are critical decisions to be taken in a sales promotion program. (Odabaşı and Oyman, 2002:219)

Especially during the design and implementation of promotions in the regulations of the government should be taken into consideration. In terms of the quantity and quality of promotional activities is restricted by some governments has a variety of applications where (Akat, 2004:196).

If they attempted to run a promotion for foreign markets, local motifs should be carefully examined. For example, the low literacy rate in the market as a promotion, you need to offer products such as books (Özcan, 2000:218).

Sales promotion activities and businesses of their choice should be given consideration of the need for alignment of strategic goals. Appropriate marketing and sales promotion mix before you decide to, the operating environment, as well as the importance of taking account of the size of the promotional budget is great (Jozsa, et al., 2007:1241).

Sales development activities businesses will use to be successful that must make an effective planning for, and while planning the substances mentioned below, respectively. The objectives and target audience are determined. Alternative strategies should be discussed and determined to create alternative strategy. After that the program should be determined. All step is organized logically and company has to follow step by step thi programme. And then the program should be tested for analyzing faults and scheme of programme. Finally, before starting the activity, company's responsible workers come together and examine the all process for activity. Following this step, they have to make decision to start sale promotin activity.

1.7.1. Goal Setting

Starting from the overall purpose of the business, marketing, finance, and production, such as functional areas with an ongoing objectives hierarchy is available in each enterprise. Functional objectives and the overall purpose of the enterprise must be supportive of these objectives as it is created from the general objectives. The purpose of the business should be evaluated in conjunction with other objectives of sales promotion. Therefore the purpose of promotion in the business was created from the purpose of marketing, sales promotion must be created from the purpose of the general. (Öztürk, 1993:75)

In this context, has been applied to after sales promotional activities for evaluation purposes should be determined in advance. Sales promotion is realizable and measurable objectives that should be taken (Eser, 2007:127). They have done in the research, businesses current sales promotion activities were extremely limited. (Ruane and Casey 2010:12) In spite of this, at the same time, useful for businesses marketing for their business, are engaged in research that will be made profitable. Therefore, the proposed promotional activity based on the philosophy that sell all kinds of low cost and can be implemented so that these activities are often of great importance.

1.7.2. Defining the Target Audience

The target audience in the most general sense, the targeted individual for the email to arrive, it is possible to define as a mass or cluster. Defining the target audience "pull" or "push" the strategy of the business depending on the usage of the sales team, retailers or customers may be, or there may be a few of them. There are several factors to consider when determining the target audience. These factors have not been properly investigated and taken into consideration. Efforts will be made unless the success of marketing communication is possible.

Factors are to be considered in determining the target audience are as follows;

- Demographic factors age, gender, educational status, marital status, occupation, geographic location,
- Psychological factors; needs and motivation, learning, personality, perception, attitudes and beliefs

To build a solid foundation for your business, you must first identify your typical customer and tailor your marketing pitch accordingly. Many businesses say they target "anyone interested in my services." They target small business owners, homeowners, or stay-at-home moms. All of these targets are too general.

Targeting a specific market does not mean that you are excluding people who do not fit your criteria. Rather, target marketing allows you to focus your marketing dollars and brand message on a specific market that is more likely to buy from you than other markets. This is a much more affordable, efficient, and effective way to reach potential clients and generate business. Once you have your benefits listed, make a list of people who have a need that your benefit fulfills. For example, a graphic designer could choose to target businesses interested in increasing their client base. While this is still too general, you now have a base to start from.

1.7.3. Alternative Strategies

Today, companies maintain their assets and the market; there is a need for most suitable to be a leader in promotional planning applications (Yahaya, et al., 2009:283).

Promotional strategies, introduction of new products and advertising, with many more methods such as effective management of profitability in the life of the product life cycle is extremely important to have high profit (Oracle, 2006:2).

However, by using the right promotional tools to steer customers to buy businesses can provide an increase in sales. For this reason, their own businesses and various promotional strategies are by allocating a budget plan to use the tools, which should carefully choose the more effective tools (Ndubisi, 2005:47).

1.7.4. Program Development

Program development, sales development, campaigns starts for making decisions about how to present and how exactly it will take. The strategy to prepare the program can take a long time to make, as, for heaven's sake is not effective, it may be possible that even. If campaign is to be implemented for a long time, you may lose the effect. This also can affect your reputation and the profits of the firms. Besides, a big campaign, sales calls with sales representatives, advertising and promotional activities may include support (Avcikurt, 2005:141). Sales promotion of the enterprise which is linked to the overall strategy for the development and all planning of advertising activities with a strategic approach needs to be addressed. Socio-economic and market environment, consumer behavior, partners and competitors, et al. should be taken into account (Sabou, 2010:93).

1.7.5. Testing Programme

Eligibility and determining the amount of sales promotion businesses to pre-test should be done. Consumers should be asked to the possible alternatives which presented and admired them. This response should be tested the effect of certain activities to motivate myself in a geographic area (Odabaşı and Oyman, 2002:221).

Sales promotion activities monitoring and testing of the business do not get the desired effect in the target market which is important to understand.(İçöz, 2001:296). If company has to do right promotion activity, they need to test activity before taking action. Because there are many factors to influence sale promotion acitivity. So testing helps companies to decrease disadvantage of promotion activity.

Testing programme provides to analyze activities for company's marketing success. And they can easily test for programme which is suitable or not suitable for company's mission and vision.

1.7.6. The Implementation of the Program

As in the previous stage, the implementation of the program phase is very important. The implementation of the programme with the framework of the expectations of businesses products or services has delivered to customers wants. (Eser, 2007:128). In businesses, sales promotion activities are in order to become very efficient to put into practice as for critical decision. The services or products to the customers of the business have transmitted with the message which is short, concise and clear. Creating exciting atmosphere of successful sales development activities, experiences and life expectancy may enter into satisfying customers.

1.7.7. Evaluation of the Effectiveness of the Program

After the plan has been applied at this stage, the results are evaluated. Sales development program evaluation in the majority of businesses may fail. The sales development program before, during, and after that, the sales is for the comparison of the most widely used method. The purpose of using the sales development tools are to attract new customers and existing customers to buy more get reached with the sale of the customer to ensure that the effectiveness of the program and compare with the number of can be of benefit to business.

Sales development tools use many customers who have been activated, the thoughts and buying patterns have been affected by what happened to questions such as how research should be tried to be answered in the study. (Kotler et al, 2003:621-622).

CHAPTER TWO

PERSONAL SELLING

2.1. The Course of Personal Selling

Personal selling means to the use of speech and personal opinion. Building mutual beneficial relationships is a form of necessary to continue to develop interpersonal, face to face communication.

A different definition of personal sales means; marketing organization is for the presentation of an identifiable, it can be driven directly by the people, persuasive communication and promotion activity (Tek, 1997-165). The most obvious and important difference other promotional methods of personal selling, personal communication, advertising, and business, personal, non-mass communication occurs from. For this reason, personal selling has much more flexibility in practice: it introduces a product or service the salesperson, in conjunction with the needs of the consumer's attitude and behavior can be set according to request. The salesperson at the same time see the reaction of consumers on the sales floor and tend to be the most appropriate approach; sets the most effective and persuasive in the direction of his own behavior.

Personal selling, advertising and other methods of a portion is wasted according to another advantage of the relatively less effort. Advertising to a broad audience, allowing many messages has been sent with high total costs. It provided to feature hitting the market, but the share is less. Also as a result of these posts are quite difficult to determine what extent to (Berman, 1996-584). Otherwise, the total costs incurred in the direction of personal sales which is much higher than that of the ad. Even the fact USA, advertising is the most advanced, Many Businesses in that 1-3 % of the average net sales of advertising spending, personal selling expenditure is according to sectional area for 8-15 % of the net sales (Mucuk, 2004-26).

2.1.1. Structure of Personal Sales

Direct marketing occurs when reach customers through a multitude of channels, including mail, e-mail, phone, and in person.

Direct marketing messages involve a specific “call to action,” such as “Call this toll-free-number” or “Click this link to subscribe.” The results of such campaigns are immediately measurable, as a business can track how many customers have responded through a message’s call to action. (www.marketing-schools.org/types-of-marketing/direct-marketing.html)

Personal Selling Structure

Company	Sales Representative
Touch Customers	The use of speech and personal opinion
Communication	Face to Face communication
Find potential customers	Building mutual beneficial relationships
Flexibility	Convince prospective customers

In contrast, general advertising—for example, a billboard promoting a brand concept or product awareness—while seen by the customer, does not call for a specific response, and therefore cannot be easily measured. A marketer doesn't know exactly how effective such a billboard is, or how many people are thinking about and buying the product because of the billboard.

However, because of the specific call to action, he or she does know exactly how many people responded to a direct mailing. Interactive / Internet Marketing is kind of interactive, as we interpret it, points to two features of communication: the ability to address an individual and the ability to gather and remember the response of that individual. Those two features make possible a third: the ability to address the individual once more in a way that takes into account his or her unique response. Thus we see interactivity as a tool that allows good marketing to become good conversation. The promise of the interactive paradigm, we anticipate, lies in its ability to put a more human face on marketplace exchanges without losing the scale economies of mass marketing.

Personal selling activities seen as a more cost-effective compared with other promotion mix elements; it is possible to communicate face to face with consumers. It can be said that are more useful than the other guys. The cost factor is seen as a disadvantage in a sense a sense of satisfaction from the consumer's purchasing activity, because of its height are not going to waste. The consumer can find answers to all the questions in his head and is able to provide the answers based on the decision to purchase.

The effectiveness of these responses depends on the effectiveness of salespeople (Parilti, 2003:5). Presentation of the service or goods salesperson, you can edit according to the wishes and needs of the consumer. Company can see the reaction of the consumer, and tend to be the most appropriate approach at the time of sale; the most effective and persuasive in the direction of his own behavior applies. Personal working in the truck industry that occurs in the negative direction of the customers who interviewed in the positive direction, you can apply a variety of strategies to turn, and instantly its favor is that the situation may return.

However, evaluation of the results is much easier than other promotional tools personal selling & sales. Salesperson who is subject to sales, they can add value to a physical product, but the presentation can make it look different in the eyes of the consumer. This situation increases the contribution of the salesperson in the sale of services. Furthermore, in some cases, they can perform with marketing and production.

Consumption of the consumer or customer of the marketing program are in order for the model to be appropriate by the development of well known and some advantages compared to competitors and their salesperson who needs to understand. These advantages are of the goods, service; price (Serce, 2006: 13).

2.1.2. Personal Selling Objectives and Strategy

One of the important concepts is the ability to run a process, that lead to success in the new economy firms at the correct and appropriate management of the company. In this process, undoubtedly, every company needs to do for them; they are to establish a suitable strategy and tactics of the totality. All of this must apply to all business activities, including marketing.

According to different situations and circumstances obliges companies to develop strategies, including the resources of all the variables. For marketing activities, which is one of the most fundamental activities of the business it's inevitable. Thus, all methods of promotion will vary from company to company including personal selling and walkthrough for applications

Despite this, many promotional activities such as personal sales, the most important goal is to increase and make the sale. What's essential is to achieve success in this process depends on successfully held up three sub-objectives. (Oluc, 2001: 13)

a. Find Potential Customers:

Sales representative who would be primarily for them to find, it is necessary for a potential customer. Who is going to be made or to whom the presentation is to be preferred in this process which is an important activity. Advice and testimonials are from previous customer records, including methods that are used in the process of finding potential customers.

How successful this process completes in personal sales per customer if the costs will be reduced dramatically. The effective and efficient use of time is directly related to what level of potential customers whether it is correctly selected.

b. Convince Prospective Customers:

Sale on behalf perform other desired sub-objective is to convince potential customers. The hardest part should be followed in this process and we will accept as NAIDAS as in all the other promotional mix formula. (Karabulut, et al 1997: 150). Hash elements are not necessarily the process with the same intensity all of the steps of this formula for promotion, will be the same (Mucuk, 2004: 195). This is manufactured from a combination of the initials of the following concepts iteration (Cabuk, 2003:3).

c. Ensuring the Continuity of Customer Satisfaction and Continuity:

The above formula in NAIDAS the letter “s” was expressing customer satisfaction. Customers are not satisfied and it is very difficult for companies that do not provide it consistently to be successful.

The marketing strategy of many companies in today is to be followed if new companies are instead of finding a way to keep their customers in their hands, they may also be present. Because of increasing competition and the terms of finding new customers, retaining existing customers cost less than the fact that it makes its mandatory. At the same time companies satisfied the customer's dissatisfaction, which is not the average of 8-9 people, according to what is revealed in studies 2-3 person satisfied to convey to customer satisfaction, personal selling is the most important process for the success of the sub-goals.

The primary purpose of personal selling from the sale, which was one of the most important variables that can be considered for the purposes described above and perform the bottom. Apart from that, personal sales objectives and sales also is located within at least the purpose of which is as important as other purposes as follows (Tuncer, 2008:46; Kollat et al. 1972:375-377; Islamoğlu, 2002:340);

Company ensures the delivery of customer service after sales. It is important to follow to sale activities for customer satisfaction. Companies have access to accurate and timely customer information business. Customer is the key so company which has become the first between other companies to reach information about customer, it can determine strategy easily for sale. Other important issue is to collect competitor information. If competitor can make action faster than you, they will be more success in sale activities; it means they can sell more products than you. Customers with long-term and establishing good relationships are other key points for companies. Key point is a customer for market, and then people believe and trust one company, they can not trust all companies if they feel comfortably while they are making shop, so they try to chose the same company. All of this issue provides Positive reinforcement or positive image to make the image of the institution to ensure on customer's mind. This provides long term relationship customers with companies. So company will survive in very long time.

The importances of personal selling objectives are while increasing responsibility and broading today's increasingly competitive conditions. To fulfill these objectives, successful personal selling and sales management process is to operate a successful strategy which is the creation of one of the most effective ways. At this stage of the activity of operational resources, competitors, market conditions, promotion and marketing decisions of hash mixed in consideration of other sales personnel and in terms of the quality and quantity of the activities to be performed to determine. At this point, sales management, personal selling and salesmanship managing are to achieve the result with (Cabuk, 2003-146)

2.1.3. Advantages and Disadvantages of Personal Selling

Personal selling has created the advantages and disadvantages of companies that also occupy an important place. Each decision-making process, such as the marketers of the company depending on the situation, reflects the personal selling process.

Many advantages and disadvantage of personal selling is one of the elements generally it may be said that. We can summarize some elements (Fill, 1995:412; Ayhan, 2006:35; Mucuk, 2004:192):

a. Advantages

The most important advantage of personal selling is two-sided communication process. With sales representatives and customers can communicate mutually. Consumer objections can be met in a very fast and efficient manner. At the same time flexible, own the message and shape may vary. Customer response time can be measured. Termination of sales of personal selling is most effective. It makes possible to focus on the customer previously evaluated. This issue helps company to focus on realcustomers. Products are evaluated by customers. Every product has own customers. So it does not mean that every people is potential customer for every kind of product. Spending time is important for company so unefficient time damage Company's profit and company's future strategy. And sometimes it damage sale representatives.

Besides companies thank to the relationships established with customers, long-term human relations can be established. It is valuable to touch every customer with personal selling representatives. It provides to increase company's name in different point of market. More customers can provide more customers. People can affect friends or relative's opinion about products and companies. So companies try to touch potential more customers comparing to other companies.

b. Disadvantages

The cost is high. In the World, trend is reaching customer by using Internet. It is the most effective and cheapest way in the market. But some of products needs to touch customer with face to face system. Personal selling is helping with face to face system. Sometimes because of sale representative's mistakes, this fault damages the decrease in the number of customer.

They are working in the area. Managers can not control in control impairment. They couldn't follow all relationship with customers. And they need to give responsibility to their sale team. Workers has felt responsibility for company, it means they can spend more effective performance while they feel more responsibility to company. Besides other disadvantage is the negative image of personal selling in the eyes of consumers, Negative results that may arise when quick decision is making, other promotion elements mixed with the ability to demonstrate inconsistency. Transferring information may be a problem for company's goals in personal selling process. To get same performance from every worker in personal selling is other disadvantage of this format kind of sale. But some of company has to focus on personal selling. Only method is selling some kind of products. Companies have to solve these disadvantages while selling process.

The increasing importance of relational marketing approach in understanding today, despite all the disadvantages of personal sales, has become one of the most commonly used and highest investment made promotional mix elements. Especially the high cost per each customer, sales representatives and customers get involved directly with the low number of controls for the difficulties in having a negative effect on personal sales of high-efficiency, flexibility with duplex communication, the factors that influence the preference of personal sales. Especially in the past, the concept of modern marketing practices, personal selling is eliminated slowly away from the negative effects on today. Especially in the past, the concept of modern marketing practices personal selling that is eliminated slowly away from the negative effects on today.

2.1.4. Personal Selling Intensive Sectors

Today, in the sense of commercial goods and / or services for any business engaged in marketing personal selling uses. Growing personal sales force constitute the most important part of Sunday in a globalising world. Sales are a method that uses more intensively, especially in the communications industry service companies. Run a hospital now offers even personal sales activities.

In the face of big capital, the firm is also the owner and administrator expectations are high. For this, the personal element is assigned for the purpose of selling. They try to sell to your target audience specified by the sales staff and managers.

2.1.5. Types of Personal Selling

There are many ways of classifying types of personal selling. The most accepted classification is as follows;

Response in sales, the salesperson responds to the demands of the customer only. They receive or communicate and engaged in this sale; order products to customers. The purpose of this medicine; you are buying establish long term relationships with existing customers, build trust and maintain the relationship.

Commercial sales similar response to the sale, the difference is that the salesperson is not the only buyer on the order. Field support and continuity in relationships is very important in this type of selling. Examples this type of sales is for wholesalers. So, this is the sale of truck for the purposes of sub-channels to assist in promotional activities.

The sale of this type is dealing with salespeople, customers; assist in making sales to their customers. Doctors and pharmacists are in the pharmaceutical industry, sales representatives are introducing their sales medical; these are examples of this type of drugs for sale.

The objective is to educate people and build good relationships sales in missionary, will decide to provide different services. They use to help increase their own profits from the sale of this type of customers (Anderson et al., 1988): the sale of this medicine must be so energetic that all the customers can visit in a short time on.

Technical sales; customers' complaints or problems with the support and advice of salesperson personal solving that are based on the type of sales. Professional consulting, technical sales, computer, chemistry, machinery, et al. industries are used. In the use of complex products, the design of the system, the product and on the characteristics of the establishment applies to the sale of this medicine in the efforts. Continuity is essential in customer relations, technical information and education is important.

Creating sales potential or existing customers based on the type of sales that is creating demand for a new or existing product. Trying to create demand for both products and services are in the sale of this type. Sale potential is providing demand for company's sale strategy. But demand is very important issue for companies. Product's feature can change by customer's demand. And company's strategy can change by customer's opinion and demand.

2.2. The Elements of Personal Selling

For the realization of all the information about the product to be primarily personal selling and marketing must be able to use it to know exactly how to describe it. After learning of product interest information, personal selling is involved in the process.

In this process: first, determine potential customers and classification is done. Secondly, we identified and alternative solution paths are laid out. This is determined by the requirements of the customers. Third, potential customers have been identified and preliminary work after a personal meeting with the first meeting between the salesperson or the consumer will be provided.

During this meeting, the salesperson, overview and presentation are to the customer about the product performs. The aida model is applied when making a presentation. Attention, interest is awakened, the desire is awakened, and the movement is started. Presentations have been made to overcome the problems and questions may occur after potential customers. Finally, this process is closed by the customer and the salesperson. Today, in terms of the sales process, sales support and product application support is very important. In the meantime; the customer is constantly incurred in the sale of even a phone call, how to go for a visit, customer satisfaction increases significantly. The relationships between the seller, the customer and the service will continue to be given are followed up after the sale. Later the same customer, the customer interested in one-on-one with a sales representative dealing with the customer's making a positive impact in terms of perception

2.2.1. Personal Selling Process

While performing the same sales, each salesperson cannot be expected to use sale methods. However, most of them used by the general sales process.

Table 1. Personal Selling Process

Identify and Qualify potential customers
Preparation
Approach Potential Customers (First Interview)
Promotional and Presentation
To Overcome The Problems
Mutual Authentication and End the Sale
Follow-up and After-sales Service Keep

Source: Rolph E. Anderson and Alan J. D. (2004). Personal Selling, Houghton Mifflin Company, p. 68.

2.2.1.1. Identify And Qualify Potential Customers (List)

Listing means the preparation of a list for potential customers. The first part of the process is to collect information from the names of potential customers. In the list of salespersons' names from the data base has to found market in the research, references, phone book, can find such places.

Establishing potential customer is crucial for success in the sale of the right of the list. Wrong target audience incurs time and cost. Sales of industrial products on the list for a potential customer is to be converted into actual customers, communication (phone, face-to-face interview, et al.) how much time is spent, given how long the list is generated and should be appropriate to the target audience, will occur. The proper use of time is very important in this context and in the sale of the listing. Listing wrong can cause a loss of profit of the company for a certain period. The different ways of creating a list of potential customers and sources of information can be used (Islamoglu and Altunisik, 2007:98).

Sector Analysis means; Salespeople can reach potential customers by analyzing the industry they serve. For example, the pharmaceutical industry's business that salespeople for packaging machines, these machines could be used in the detergent industry beside them carries the potential nature of the business in this area.

Product Analysis is the product which can be used in other areas of the selling salesperson, by discovering all customers can lead to in the area. Or the product could be adapted to other fields of they can see that. For example, a automobile industry, pharmaceutical industry, food industry, it is adaptable to some changes. In truck sector, design has different changes in this sector. Brands can show its power in design part to effect customer's opinion. Professional chambers, associations, foundations, organisations by utilizing a database of potential customers can be identified. Answers to questions received and resolved deficiencies with existing customers to new customers are available. Friends, relatives, acquaintances may be obtained from the sale of personal information.

Information personnel can help in reaching potential customers. Information gained experience and observations from personal opinions. By using this information, salesperson can reach new customers. It is valuable factor for companies to reach new customers. So companies can expand to reach more customers. The steady customers are important and normal for company. But new customers add new values for company's future strategy.

2.2.1.2. Preparation

The preparation phase after the listing, the salesman is the process of gathering information for the meeting prior to reaching potential customers. Set up a meeting with a potential customer may not always be easily available. Interviews can be arranged outside of their work environment. Many sales contacts can be installed in such spaces. Clubs, societies, as well as examples of social spaces. Today, because of the growing importance of the sports world, sports are one of the places that are also a lot of the business relationship where it can be easily established.

Sales calls prevent rational, psychological, and emotional factors that can be considered as (Islamoglu and Altunisik, 2007: 103):

The incompatibility of time damages customer's mind. Customers don't like call by customer's representatives. They are in busy because of busy work hours. They do not buy something from telephone calls. The lowness of the level of need, identifying problems are another problems. It works for being satisfied with the services of the companies. Cultural reasons and Personal feelings determine toward for the company or the salesperson strategy by setting up relationship with customers. Lack of confidence is another problem for this stage.

During the preparation phase in order to win the potential customers planning should be done in the following format;

In preparation for the targets should be determined. And then preparation time-based work should be done in the program. After following this step Preparation techniques are required to be familiar with.

More provisioning technique should be chosen. The preliminary plan should be made systematic. The results should be interpreted (Anderson and Dubinsky, 2004:88).

During the preparatory phase, the salesperson, the customer should consider some special cases to investigate. For example, religion, family status, hobbies et al. The salesperson that is aware of the customers, the customer in the approach to gain an advantage if you use them correctly.

When you feel that you are special and that the customer appreciates, the meeting is likely to pass in a positive atmosphere. What the customer values, what am I, to brag about what should be thoroughly investigated. The salesperson will do before meeting with the customer who will provide a significant contribution to the success of the research. (Erdolu, 2008:20).

2.2.1.3. Approach Potential Customers (First Interview)

During the first interview phase, this is an important step in the sales process, the salesperson get in touch with the customer. This phase begins with a meeting with the customer and from the customer continues with the purchase date. Customers should be the target audience (Parilti, 2003:27).

In daily life, how important is the first impression at least if sales are equally important. The salesperson an environment of trust is one of the keys to success will be sincere. Carefully selected questions and answers may be provided such an environment for mutual. The benefits of a potential sale, the salesperson are not one-sided should emphasize that there will be mutual.

The salesperson to make a good start in the first meeting with the customer, the customer may use your personal information in addition to information collected about their own. For some situations the information, even if I can guess in advance that way the customer could get to meet and obtain information about the topic. First impression is very important, because the salesperson has presented itself to leave a good impression on the potential customer (Kotler, 1991: 660).

It has an important place in the behavior of first impressions. The salesperson can be able to cater to the customer; you should pay attention to the conversation and match in ways that could coordinate their movements. The behaviour mentioned above plays an important role in creating a climate of trust. Uniform layout for each type of behavior or speech may not have the same effect on customers. Therefore, it will be useful to know the personal characteristics of the customer.

The salesperson needs to know what an important issue is; the customer, the salesperson made the sale, there is a need to the product? If there is, to what extent is aware that you are in need of, or are in need? If you are aware of the customer's needs, and demand the provision of a conversation in that direction must be imbedded in a certain frame. Otherwise, the customer, if you are not aware of the need to first make them aware of it should be provided. Car or heavy vehicle sector the situation is different. Vehicle nowadays is a requirement in every case. Brand names that matters at this point because so much of them to be able to direct you towards the needs of the customer.

After it comes up to this point, another important issue is emerging. They also values the customer's buying criteria and process. Firstly, the customer is that you need to receive the product. This needs to be known. A good dialogue should be established at this stage with the right questions and the answers must be sought. Another issue that needs to be asked and these answers are the priorities of the customer. The customers for a fraction of the price function and for quality could be a priority.

The mean of the first interview at the end of the assessment phase requirements, the salesperson with the customer who is made from the opposite side and should be understood thoroughly the main points of this meeting which should seek confirmation of this. Thus, the risk of a possible misunderstanding is eliminated. A good use of your time on behalf of this behaviour is important.

2.2.1.4. Promotional and Presentation

The presentation stage is the initial step following the meeting. In many cases at the properties of the product is important in the form of the presentation. Salesperson, creating interest, and the request should rise. Presentation should not develop. With mutual questions and answers can uphold the trust of tries to get the interest of both customers. The presentation should not be formal at the same time, the customer's presentation contribute to the topic which is required that we may find.

There are further sub stages of stage presentation. These sub-stages are given in the aida model. Initials formed the name of the model. This is done by following the aida model, the order of many sales presentations. Every sales manager and each salesperson stage is deciding about the use of this model. It will change the selling that need to think about how proper presentation (Perreault and McCarthy, 2002: 444).

For a successful sales call, the main stage, “AIDA” in the framework of the model is briefly identified as follows:

a. Attention: By drawing the attention of the recipient to begin the introduction there are a variety of methods. Salespeople and selling direct to the public or to another customer or if you've got a familiar one, “sent me x” such as indirect; or the goods in question, we may seek to embark on sales calls with an expression that specifies the benefits (Turkgucu, 1998: 47).

b. Arouse Interest: Taken calls attention to the recipient's attention on the subject of products. Discusses that the product will provide benefits to the recipient as to what can be shown. Usually the “type” sales talk is done, but changes in different situations should not be neglected (Turkgucu, 1998: 47).

c. Awaken Desire: In addition to the recipient's interest, it must be converted to a desire to purchase. Salesperson, by knowing the specific needs of the buyer, the product will meet the specific needs of the business or ultimate consumer that describes how (Turkgucu, 1998: 47).

d. Activation: The buyer purchase request by converting the verb; in the meantime, questions and meeting objections, close the sale by getting positive results.

The presentation stage can determine the customer's decision to buy. For this reason, it is important that you exhibit a good performance in the presentation. Sales presentation, personal selling is the backbone of communication. In accordance with the needs of a productive dialogue with prospective customers, explaining the product features, advantages-disadvantages are discussed (Turkgucu, 1998: 47).

2.2.1.5. Eliminate the Problems

Perhaps one of the most important stages is to eliminate the problems. Personal selling is based on mutual communication, presentation and questions from the salesperson to the customers; it is selling, objections and criticisms will be answered. A successful salesperson must have the capacity to solve problems that may occur in the mind of the customer. Otherwise, the customer can make a buying decision.

Such an environment may be an effective solution ever to create. The salesperson come when the report should identify possible questions in advance, the question must be understood analytical issues that may pose objections or criticism. These measures may be disadvantages. The most effective solution to the question, objection or criticism is an effort to solve the problem arose the salesperson should give the presentation and pick up time in the case of the poor. On the other hand, they should avoid the impression that everything is fine.

2.2.1.6. The Last Decision

In this stage, the decision of whether or not the salesperson waits for the customer to buy the product. At the end of this presentation by asking several questions during the presentation before asking the customer can understand the reaction.

If the salesperson is specific for this price too much on the outside, they are not able to sell. That is bound for the salesman. The company can draw a specific percentage or amount of sales limits. So the salesperson with these limits, however, the change in price (due date, the discount, down payment, et al.) has the right to do. That is connected to the interests of the company in accordance with the authority given.

Otherwise, costs may go the way of considering restricting the rights and privileges of the company's salesperson. They are concerned with the management of the firm's sales. In the automotive sector companies, salespeople have very limited rights and privileges to see. The facilities provided in this sector if they do not use sales of the company in consideration when performance evaluations are evaluated in the appropriate amounts. In some cases the return may be made according to the amount of the additional cost to restrict if not.

Anderson and Dubinsky (2004:211), revealed how the opinions of that sales will be completed. When the presentation is finished, customer sales objections must be approximated before it starts to rise. When a sales presentation is complete and all questions, objections are met and it is reasonable to close. The relevant product makes sales when the buyer gives the signal if it should be approximated. If sale representative should be careful before customer make decision. Most of customers give signal if they lie or don't like these products. If they can not feel to make right decision, so they say I make decision later. It means they have to rearch other alternatives for products. And then maybe they can back to your company to buy this product. Afer presentation sale representative should call customers to ask their decision but they don't have to call continuously. Becuase sometimes customers feel angry and they give up buying this product from this company.

The hardest thing about B2B selling today is that customers don't need you the way they used to. In recent decades sales reps have become adept at discovering customers' needs and selling them "solutions"—generally, complex combinations of products and services.

This worked because customers didn't know how to solve their own problems, even though they often had a good understanding of what their problems were. But now, owing to increasingly sophisticated procurement teams and purchasing consultants armed with troves of data, companies can readily define solutions for themselves. (Brent Adamson et. al.)

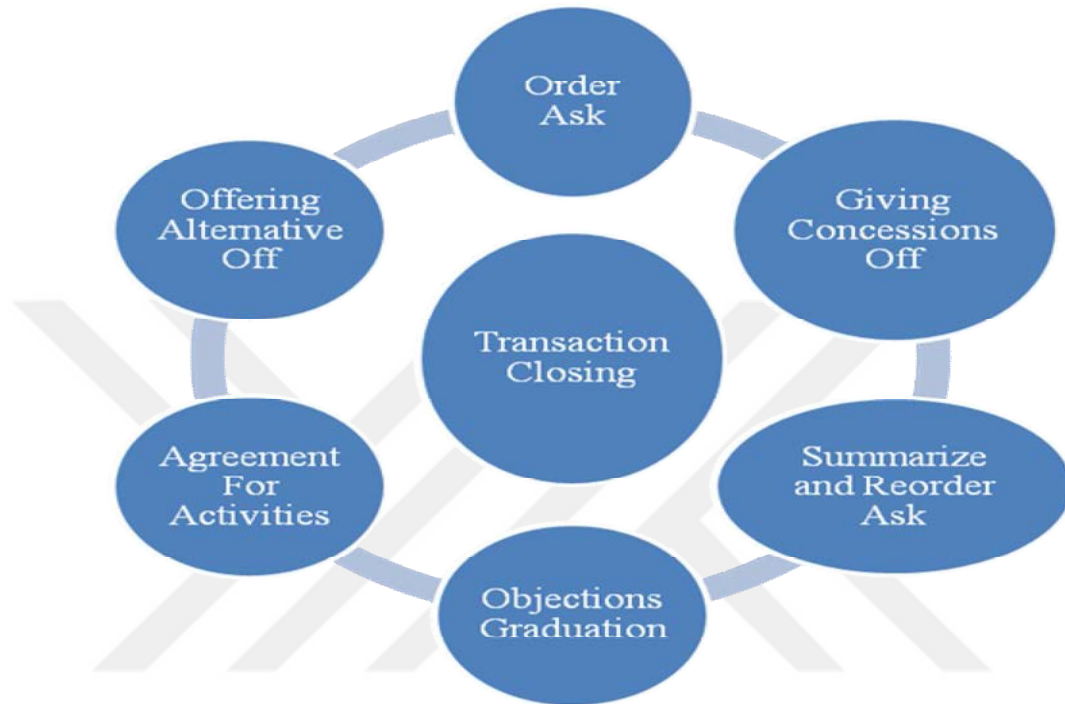


Figure 1. Selling of or Finish

Source: David Jobber, Geoff Lancaeter; Selling and Sales Management, Prentice Hall, 2003, s:135.

2.2.1.7. Follow-Up And After-Sales Service Keep

The realization of personal Selling does not mean that the process is complete. The next phase after-sales product or service has been delivered on time and whether any problems occurred, the salesperson should follow. Because sale can happens continuously. But the customer is provided with a permanent customer satisfaction. Furthermore customers win many customers with reference systems can have a chance to win as well. The task of the salesperson, you have ordered as soon as possible. The important thing is the continuous purchase of the product. In order to ensure, after selling the products of the salesperson must provide a range of services (Tekin, 2006: 210).

2.3. Personal Selling Techniques

Personal sales applied in a variety of techniques that are available. With these examples, are given below (Taskin, 1993: 206-207); The salesman's job is primarily to the recipient when it is sending the goods; milk, bread, gasoline, such as the sale of goods remains the responsibility of the seller in sales on the back burner. Indeed, the acquisition of customers with a smiling face and good service provide more sales that will be made. The salesman sold over the counter a person who receives the sales order; most customers decided to buy when they enter the shop. In this case, the salesperson's job is the customers who are just assigning the property that they want. Here the salesperson can show the way to the customer, the quantity of the purchased goods may increase. However, the ability is to create new sales and be more effective. Despite being the recipient of salesman of the first order as well as a sales job, too, working conditions; good service and a pleasant personality can affect customers with sales staff of retail stores, but you can make very few creative sales. The salesman don't expect to receive an order, but they want to create good feelings or do not allowed in situations where current or prospective customers are; for example, a medical representative or sales representative of a pharmaceutical company who is a propagandist. Having the technical knowledge is related to situations where the basic weight; for example, an artist or an engineer with technical sales consults primarily for the task of making customers. The sale of tangible products, such as durable consumer in goods situations require creative; here there are two tasks for the salesman. First, the prospective customer who uses an unsatisfied against the property back to the state then bring your own stuff to sell. Insurance, advertising, products need to be sold in a creative format such as education abstract; and as true as demonstrated tangible benefits of this commodity due to the lack of any explanation, it is more difficult than other types of sales.

2.3.1. Direct Sales

There are numerous definitions for direct sales. These definitions were made on the basis of the different features of direct selling. Mainly direct sales; “flow of goods and services from the manufacturer to the consumer without an intermediary that allows the sale and marketing effort (Kotler, 1991-321).” by definition, according to the direct sales distribution channel. Direct sales, goods and services determined the identities of probable consumers through normal retail outlets and sales agents where deliver media between people. It was removed from resorting, or instead of sending the issuance and delivery of orders from consumers required to be made based on the totality of the consumer marketing activities (Comert, 1989-153).

Direct marketing means direct marketing association, “in any place to impress a measurable response or an interactive marketing system that uses one or more media” is defined as. There are four key concepts in this definition. First, direct marketing is defined as an interactive system. Secondly, the communication may be in any place at any time. So, at any time in any location that is accessible for the media contact, may be performed in communication. Direct marketing is a measurable potential consumer of the nature of communication, which gives you the opportunity to know and answers that were answered by the complete structure. Fourthly, to impress potential consumers is to benefit from one or more media (Roberts and Berger, 1989-95).

There is a need for work to be done for effective direct marketing customer databases. Customer databases contain detailed information about customers and potential customers. These databases list is more than a name and address; it may contain demographic, psychographic, geographic, and behavioral information.

For example, customers previously purchased goods and services, what amount, and at what price they get, the amount of expenditure likely for the next years, how many kids have birthdays, hobbies and favorite foods to the database information, such as may be processed (Kotler and Armstrong, 2004-169).

The success of direct marketing campaigns quality and the structure of the database is a great importance. In this campaign, targeting can be made more effective if better results can be obtained. Good targeting means; people can be able to get a better response to their reach and provide appropriate messages to reduce the level of disturbing messages crimination. From a sales perspective, the best customer spends a lot and the common area. This RFM (Recent-Frequecy-Monetary) is called the formula. Customers fit both databases that are used in this formula in order to be easily detected. Good management of customer database for direct marketing Sisyphean effort is important. There are five topics that should be considered in this regard. (De Pelsmacker, 2001-35)

Deficiency: Some records may have collected all the necessary information about. It is possible to encounter this problem when information from different sources are brought together.

- Timeout:** Information such as the position of the person in the workplace or home address may change frequently.

- Unreliability:** The information that is collected from some sources, may not be secure. For example, fake addresses and phone numbers can be found in the customer information obtained from the internet.

- Inconsistency:** Although some information is automatically linked to other information don't change. For example, changing the address and the telephone number of a person may vary; need to pay attention to them.

- Duplicate Records:** Multiple records for the same person for reasons such as typographical errors may be opened. In this case, you will be contacted multiple times to the same person in the same period, and this stiuation can bother to customers.

2.3.2. Sales By Phone

Phone sales or tele-sales, pre-determined people, but to communicate through the phone. Tele-sales are advantageous in terms of low cost, although there are significant disadvantages. They'll give people the answer that opens when the phone rings. Tele-sales is high the likelihood of receiving the response. However, the tendency is to refuse in the search for potential customers who are quite high (Odabaşı and Oyman, 2007). Tele sales people have been quite successful in the 1980s, but nowadays consumers prefer to get off the phone rather than buying something from telemarketing salesperson.

Telephone sales from a customer to the company (inbound) and from the company to the customer (outbound) are divided into two main categories. From the customer to the company tele-sales in order to seek out the firm, they give consumers the related technical support, or submit their complaints. To the customer from the company tele-sales with salespeople is to call customers or potential customers. Tele-sales which we are talking about, it usually “from the company to the customer” outgoing calls means (Duncan, 2005-132).

Firms sales activities for customers over the phone can be examined fewer than three headings. Cold calls (Cold Calls) method is called, the phone book and dialed a number at random from the company in the hands of prior information available about the person wanted. Warm Calls (Warm calls) the method is the most likely to be interested in the product or the service sold more persons who are sought.

For example, a bank gold card is not random, administrators, university professors, such as tries to sell to people who meet certain conditions. Finally is Hot Searches method. In this method, previously newspaper ads, coupons responded to; references; contacts are searched expressed interest in the product or service (Tek ve Ozgul, 2010-421).

2.3.3. The Internet Sales

A general outline for drawn businesses done over the internet marketing that has some key features of (Korkmaz, 2000:29-30). Some of them are:

a. Presenting Information

Businesses and about themselves, as well as provide information about their products against many interlocutors. Consumer's credit-makers, the business relationship or the third person in the corporation creates some of the interlocutors in question.

This information created their names internet pages (web site) with offer. During visiting the pages of people who use the internet, they should be knowledgeable about the product or services as a result of leaving messages with various questions. They can get more information on the internet, how much information, if provided, to that extent, it was observed that increased the success of Sunday. The basis of marketing on the Internet, there are concerns of potential customers without selling the purpose of providing as much information.

b. Intensive Communication

Marketing on the internet Businesses, the first electronic mail (e-mail) via started. Knowledge-based marketing (database marketing) techniques that companies already use, establish a direct relationship with customers through their goods and services which is introduced. Through e-mail, physical mail addresses are encouraged to contact a large number of businesses and begins to use this interactive tool because it is more economical when they compared to other techniques. Traditional methods of message forwarding, manpower, cost, intensive effort and higher proportions of reaching the target audience were used. But while it is reaching the target audience with businesses both cost less than electronic mail, instead of rational studies and intensive effort will be able to execute people without power. Evey people have e-mail adresses.

And also internet and social media power get increase day by day. So this method's importance will more than today. But some laws arrange by government to prevent from spam mails. Because of this company must pay punishment.

c. To Be Interactive (Mutual Communication):

Businesses take into account the mutual interaction as the most important feature when marketing on the internet. Reciprocity in the relationship of consumers with businesses is kind of communications and fast, as it ensures both broadly implemented, such as that provided by the execution, each stage of the marketing process is providing the opportunity to participate directly. The interactive tools of the internet enterprises of the following issues while it provides savings in both time and cost, to increase the impact of your marketing efforts:

E-mail has the ability to get answers in a very short time. To be spent in preparation for the transmission of any message, except the time is measured in seconds. Similarly, in response to the message will be used for short time also. Constantly Updated Information: Printed information means while it is giving information when it written the correct information on the internet, in the moment, information must transmit the right information. So, it is possible to refresh and improve to update any information on the internet. The Content of The Response: the reactions of consumers who visit the web sites of businesses that are learned in detail. Only yes and no answers, when it comes to the sales process which has to be able to learn the details of the order or payment is possible.

The mutual communication is much better than the one-way communication, Only to communicate "to" someone or only "from" someone is supposed not to be enough. Mutual communications would bring us many worth things such as mutual understanding, happy feelings, smile, love, new ideas, and something better like that than oneway communication do. If you want to make a mutual communication with, you can start by saying hello with warm smile to them at first.

2.4. The Concept of the Sales Representation

Their primary role as a sales representative is to promote your company's products or services and, sale representative persuade wholesale or retail buyers and purchasing agents to choose them over those sold by your competitions. They are sale people and they are eyes of company.

They can work in the area and they can learn much information before company. The problem first come and finds them. They have to answer problems from customer. Firstly and if the company is the success, this issue relate with sale representative's success.

2.4.1. Definition of the Sales Representative

Individuals that are engaged in the business of sales, such as salesperson, sales inspector, clerk, salesman, representative, marketer, salesman, sales consultant, manager, its service agent, marketing representative, sales representative name (Tek, 1991:511). Today, the salesmen are given different names in different industries. For example, the clerk in the store as a sales assistant or sales consultant for employees, fast-moving consumer goods salesman, salesperson, or marketer are called, and the salesmen in the truck sector hiring personal sales representative, product specialist, sales specialist and product promotion such as names are given.

Given a different name, it is observed that the job of a salesperson is essentially similar personal. Sales representatives of the business mean they are working with customers who need the product or service to introduce, by convincing them to purchase these products and after-sales service by tracking customers to ensure your satisfaction. Another task of the different concept, sales representatives try to sell the business to customers about the products or services, the company also will transfer information about customers and markets.

The salesperson or sales representatives mean; they are selling the products according to Personal tastes and needs of customers who know well the competitors and market conditions. They can act according to certain principles and rules. They are the people at the same time combining these principles with its capabilities (Uslu, 2005; 31).

Sale representative, business goods and services to the needs of individual customers, keeping up-sales service offering, hence communication is defined as the person who set up, will allow the sale Kotler (1984:373). A similar definition is made by the American Marketing Association and salesmanship, sales is expressed by speaking with the buyer to purchase one or more with the purpose of making a verbal presentation to make. (Taskin, 2006:53).

Definitions are examined by considering the interests of the business and its customers, sales representatives, product or service offering of the business. It represents to customers; generate sales and after-sales services to achieve customer satisfaction by following up working at the same time. It enables the flow of information between customer and a company (Sakinc, 2014:40).

2.4.2. Required Properties and Capabilities of the Sales Representative

Sales representatives should have some features and capabilities, and these may vary the order of precedence of features and capabilities, competitive conditions. The company addressed the objectives of the customer profile and preferences according to the perspective of a manager. Companies have to be appropriate to describe the product or service, they sell the traits and want in the salespeople and keep it within the appropriate salespeople to identify.

Today, awareness of consumers should have the ability to increase sales of the expectations that also increased competition and has led to constant change and development (Anderson and Dubinsky,2004:10). The focus on product sales is in the previous period, just considering the sale, pre-interview planning makes less, listens very few customers in the sales process. Unvaluable sales presentation, product and performs focused on price, according to their own interests, and aim to enhance sales techniques to deal with problems and make a sale one time and the customer's profile is not only of the employee.

They have a profile while today's salespeople who are customer-focused, customer-service minded, pre-interview developing strategies, forging a link good listening and communication to customers, valuable sales presentation, focused on customer needs, perform, solve problems, implementing sales techniques, long-lasting and mutually beneficial relationships.They are aimed to establish, ensure customer loyalty, and serve customers working as part of a team of experts who stated.

The two most important features that should have a professional sales representatives, understand the feelings of others and indicate to have the ambition to succeed in a business. Sales representatives understand the wants and needs of customers' right, it can appeal. The opposite is also possible to find solutions to the problems that they have the ability to understand their feelings.The property must have the ambition to succeed , the sales representative constantly being targeted to be successful , even more successful in the highly focus on successful , and thus it is sure to be full of confidence. (Goleman 1995:13)

According to the salesperson is friendly, confident, a good listener, creative, careful, tracker, the external appearance attentive, organized, meticulous, ambitious, open to change, stress resistant and a high level of general culture. Sales representatives know the right questions to ask, to put the customer himself, to speak properly, his body language indicates right and should have the ability to use humor (Soysal 1996:24).

In general, to provide communication and continuous communication with the customer were making the important point that we can see. This will vary with market conditions according to worked products that cater to the market. But sales representatives should have the skills, knowledge, experience, and personal characteristics that can be discussed in three main groups and the contents are given in a way (Taskin, 1997:112).

Info is one of the most important features that is the concept of information for salesperson. Because in the face of conscious customers can find answers to their questions where you sell about the product or service. Knowledgeable salespeople tend to trust the salesmen whom want to see more knowledgeable about their competitors. Sellers in the company they work structure, such as policies about the features, price and sell the products or services of market information, competitor products and practices, such as issues addressed about the sector and its customers, and sales techniques should be familiar with topics such as human relations. (Uslu, 2005;38), according to the sales representatives who have to know, the companies, products or services, competition, general business knowledge, human relations, work area in matters such as the firm, the organizational structure of the employees, about the policies, products or services that want to sell, raw materials, production process, marketing price, the products of competing companies, policies, and practices. Odabaşı and Oyman (2002:181-182) At the same time they need also know information of the sector, such as the relations between the customers and the banks to be the foundation for business information, understanding others, influence, personal development and human relations itself on having developed such as the geographic distribution and characteristics of customers, such as in matters concerning work area (Taskin 1990:85).

Sales representatives provide information to their customer about particular company, product, competitor and customer information to the sales techniques use know, which is full of sellers states, the product of a salesperson when you did it, why, how and by whom, how it is used that has been manufactured or imported, whether it needs maintenance and repair, replacement parts status, storage, and know the conditions of protection, and emphasizes when it's appropriate.

Sales representatives have sufficient knowledges to demand sales and gained the least, because it provides to respond easily to be future appeals from customers facilitate to win the trust of customers, and lead to an increased confidence in the face of the customer (Coroglu, 2002:178).

Experience is taking in the culture of the sales organization of your own institution businesses that prefer to hire trained sales representative's whom compose inexperienced, although for a while to try to get to be able to gain experience working alongside experienced.

Because experience in sales which is one of the important features of the business life. The vast majority of businesses are building their sales organization to incorporate experienced sales representatives. (Taskin (1997:92),

Such as professional sales representatives; they had a life span of product life cycle and this process is the preparatory stage, development stage, maturity stage and decline stage occurs from.

This professional life, the process of newly recruited sales representative business and its customers. It learned the functions of the company for the purposes of intensive training that is needed the way in which the term is starting with the evaluation of the preparatory phase and the total efficiency is the stage. Sale development can be made with the stage of reaching the peak, the salesperson know your customers better goods and reach the peak point with the maturity period of the term. It remains the level of productivity of the sales representative and the decline of physical power.

They try to desire to decreased sales of interest which is reduced and the increase in sale against to decline to provide the motivation for training which is given. It ends with a period. Experienced sales, management, planning, communication, questioning, listening, reasoning, awareness-raising, effective presentation, answering objections, closing sales are efficient use of time which they seem to have the same characteristics. (Good, 2005: 38)

Training, inside or outside the company describes as an activity to make changes in a person's knowledge and skills by providing formal programs or through self or experience. Growing the salesperson means getting necessary information to make certain jobs at certain stages, to gain the skills and behaviors that are defined as the process. Based on this definition of experience is gained with the education and training of sales representatives. Experience for sales representatives can be more success according to unexperience salesperson. But company needs to be careful to work with new worker for your company's future. (Kocel, 1982:19-21)

Personal characteristic for kind of sales representative information, experience, training; you can gain while passed in, already in his own right and provides a competitive advantage with personality traits that are appropriate to become a sales representative.

Personality, according to some researchers, is the sum of the qualities of individuals. For some researchers are defined as personality reactions according to different situations in life, as another opinion, some researchers in personality can be all of these or more specific and can be seen as a complex concept (Kolas, 1979:278-279). One's self from others is the physical appearance with emerging role in undertaking a task at a certain age, the person's intelligence, energy, desire, morality, social features, the ethics living area and potential abilities play a role in the formation of personality causative. (Eren, 1984:49-50).

Sales representatives of the company face in the market position. They must be trained and so smooth, it is very important for companies which have reliable structure. The personal characteristics of the sales representatives are considered as in two dimensions that are behavioral and personality characteristics. Being healthy, external appearance, tone of voice, movements, speech and behavioral characteristics has been evaluated in subjective characteristics such as self-confidence, courage, and a preponderance of the ownership. In addition to be operation and development for the desire, patience and tolerance, quick coupling and the ability to assess the events, being close to people, accuracy and creativity are evaluated in personality traits (Uslu, 2005:46).

2.4.3. Duties of the Sales Representative

Working within a company sales representative has the authority and duty to fulfill. Sale representative are contacting potential customers by advertising and promote their products perform.They works by monitoring the activities of competitors and give the information to the director of the unit.

Sale representative solve complaints from customers to the relevant units transfer.Whether they offer items that are selected in accordance with customer demands, and ensure that they are sent to the customer. The tracking of customer submitted proposals to perform.They need to follow up and provide information to customers. Keeping track of customer orders is another mission of sale representative.

The identification of potential customers establishes a relationship with such customers who regularly are to develop, investigate periodically. Visiting existing customers as a result of the visit submit a report to the director. Companies sent them to join industry-related in case of participation in fairs and other mission is organizing fair organization, When if it is necessary, they give trainings on products. On the technological industry they follow the developments and provide information to senior management. However answering calls from customers is doing by sale representative because customer wants to hear voice from their sale people.Your articles have been published in industry journals which prepare advertising and promotional company,

Depending on the product the sale is made in a planned manner to ensure timely delivery of orders with production.If the product can change by company's strategy, sale representative have to give information about new developments to customers.Reporting is another valuable issue for them.

CUSTOMER	Provide Information	Contact	Solve Problems
STRATEGY	Creating	Implementing	Representing
SALES	Increasing	Processing	Evaluating
REPORTING	On time	Provide Information	Give suggestion and comments

Duty of Sale Representative

Manager always want to take reports about customers, developments of market, other competitors and products reputatim on the market. It is important issue to send report on time. Because time is a cirritical issue to make a decision on time for company.

All of duty of sale representative provides company's short term and long term success in the market. If they are successful, the company will expand easily and promote a big company. So all of duty has importance on its importance. And duties effect customer and company's strategy. And customer mind is changeable because of many reasons. One of them is sale team and team's performance. If the duty can do on time and rightly, so customer will feel devotion with company and company's products.

2.4.4. Expectations From Potential Customers, the Sales Representative

Informed, correct product / service presentation customer made a purchase decision which is based on information provided by the positioning of the sales representative. Therefore, it is very important to create value for sales with each customer. The sales representative who needs are tailored to each of his customers to his product/service, should make a presentation (Dwyer, Hill and Martin, 2000:151). Customer-oriented product/service delivery, sales performance is the element that affects directly (Johlke, 2006:311).

A customer expectation is considered as the sales representative. They have some critical mission about products and companies to customers. Giving accurate information about the finished product is valuable for the customer. The salesperson must be able to recognize that is better product for the particular selling. When they are using the product and explaining the points that the customer should pay attention to read the manual for product.

They explain the meaning of the terms of the warranty to the customer. Regulation of the warranty document is to be given to the customer during the sales phase, the responsibility of maintaining is the after-sales customer satisfaction by sales staff.

They are not interested in their own interests, besides they need to interest in the interests of the company and the customers opinion. Sales representative talk positively about all the products of the company. Salesperson should be shared necessarily contact information with the customer.

The salesperson follows current events. They need to talk about other things outside of work and exchange ideas with customers. Customer feel taken care with him, and the customer should be aware when they would take care of him. Competitors should not be criticized constantly, in some cases, if sales representatives want to give statistical information about the sector in meeting, they will provide to gain the effective trust of the customer significantly

CHAPTER THREE

A CASE STUDY

3.1. Methology

Concept of selling our globalizing world has reached very different sizes. Sales could be made only to certain methods in ancient times. Sales representatives visit the homes it means all of us know that the most beautiful example of old form in sale method. Companies can buy millions of pieces of the internet connection only in certain categories of products. But some products are also in place to be seen although inherently. After analyzing the needs are purchased by the budget and features by customers. Reaching their customers in the company of such products is more important than the customers of the companies in researching reach. Because your opponent can reach your customers faster than you act.

Access to products that people want and they want information about the product can easily increase its market quite competitive because of multiplicity of competing in today's competitive environment. In this case, to establish long-term relationships with customers and consistently placed in the center of the business; to compete in today's market conditions has become a prerequisite. Ensuring customer satisfaction and establish long-term steady relationships are possible. Knowing the expectations and demands of customers, they are the most effective way to respond, to upgrade constantly the quality of products and services; According to the competitors to offer unique services and to ensure customer satisfaction is the key point. Companies can take into account the customers' suggestions and can capture the opportunity to enhance customer satisfaction levels by developing solutions that will satisfy their customers.

At this point, it stands out the importance of forward sales representative. Because describing the company is in the eyes of the customer; the sales person represents the company and the importance of increasing competition in sales, as I mentioned earlier in today's conditions is increasing.

This concept is together with companies to develop sales development to show the difference from other companies that also emphasizes competition. In terms of adapting to today's sales and sales techniques are to increase sales of the company, this point has a critical importance. Also a combination of these two factors means that it is applicable in the field of sales development methods. Companies can thus make a difference in a competitive environment with staff in the field.

In this research; Turkey is based on studies conducted by Volvo Trucks sales director. The importance of sales, terms of sales and sales promotion methods used by these companies. Trucks industry sales and sales development methods have great importance because it is quite challenging and a narrow sector. It is also frequently used in the company within the concept of personal sales. What made their work with the company in terms of the concept of sales promotion, personal selling on the basis of where it was successful and try to determine his where abouts failure.

3.2. Sampling

The study sample of the company and constitute heavy vehicles of Volvo's sales director. I try to determine Company according to sale method. Volvo Truck can not sell trucks from Internet. If people want to buy truck they will have to visit show room, truck gallery. So it is important to improve personal selling, sales representatives and customers. They have many rivals company but because of brand power, Volvo is a Professional company, they design their sale strategy, sale team and sale methods by using Professional consultants. Europe part is responsible for Turkey. Always they are following Turkey and they analyze sale representative and make suggestions to improve sales. So it will be good opportunity to analyze my topic. Volvo's the most important sales method is personal selling.

Their sales team is always in the area. So they have many experiences about personal selling and strategy of sale method. They can add many alternatives and give important keys for future of sale in the market.

Volvo's sales director accepts me to answer question about survey. It is good opportunity to take information about many things. Because sometimes sales representative doesn't want to give information and they need to take permission from their manager but sale director give information easier than them.

3.3. Limitations

This study is limited by the Volvo Company. The survey work is limited to the sales director who is working in the company. Research is limited asked questions and received answers. If they want to talk another truck or automobile factory, they don't want to be in the same topic. Because if we give information from other rival company, it will be problem in the market. Sale is key point so they don't compare in each topic. Also according to sale director, I can get information easily and answer my questions comfortably. Personal selling Professional sale representatives are key form topic. Before I chose Volvo Trucks, I search many companies and try to find altertatives. But companies have many sale methods, they try to use many sale methods, but Volvo Truck is using personal selling and giving importance on personal selling and sale representative. So Volvo Truck is limited for my thesis topic. Because og talking wtih Sale Director and Sale Representative, it don't need to organize many meetings. Befor I have been to Volvo Trucks, The sale director organized meeting, shared information and one of sale representative has helped me take information according to my topic. All of this reasons, I don't need to organize Antother Company and because of market structure automotive and trucks companies don't be in the same topic. They are shying be in the same environment wtih their rivals in these markets.

3.4. Method

Research was used for non-standard done answering open-ended questions and face-to-face interviews. Unstructured questions and analysis generated from free method, the Volvo Sales Representative of the applied and the result obtained as a result of our work was completed by adding your own comments. Questions are usually generated from personal sales activities and techniques which used in the company recognition and sales. The case is not static study, it is called kind of Case Study. You can also print and online resources are used.

Case Study: It means guide examines case studies, a form of qualitative descriptive research that is used to look at individuals, a small group of participants, or a group as a whole. Researchers collect data about participants using participant and direct observations, interviews, protocols, tests, examinations of records, and collections of writing samples. Starting with a definition of the case study, the guide moves to a brief history of this research method. Using several well documented case studies, the guide then looks at applications and methods including data collection and analysis.

3.5. Survey Questions-Answers

In light of questions about the information gained as a general improvement in sales work and personal sales. Volvo sales director were taken face to face interviews. First, general information about the company and the vision, mission information such as received, followed by sales promotion and were asked open-ended questions; the answers were received on personal sales.

1) Could you give general information about the structure of the business?

- **Date of establishment of the company:** Since 1984.
- **Main purpose of the company:** Renault Trucks is part of the Volvo Group, one of the world's leading truck manufacturers. Empowered by its manufacturing excellence and engineering strength and drawing on its own rich heritage, Renault Trucks contributes to Volvo Group's ambition of leading the world in sustainable transport solutions. Volvo is always top quality, continues to work on the basis of the best production and maximum customer satisfaction. The precision indicated in transportation solutions, shows the current success of the brand.

It has been over 80 years since the first Volvo truck was built back in 1928, and 40 years since the first truck was sold in the UK. Today Volvo is the second largest producer of heavy trucks, creating reliable transport solutions for clients all over the world.

Field of activity:

- a. Commercial vehicles,
- b. Distribution,
- c. Construction,
- d. Heavy Construction,
- e. Long Haul,
- f. Defense,
- g. Service offering and aftermarket products.

As seen above, the company has been active in all areas related to drive heavy vehicles. Thus, the decrease in the cost of providing is in own production. This is a positive advantage to the company.

Departments of the company: Active in over 100 countries, Renault Trucks builds and maintains close relationships with customers and drivers via a dealership network comprising over 1,600 service outlets.

The design and assembly of Renault Trucks vehicles, as well as the production of most components, is carried out in France. Companies in many countries are part of the department and, as noted above. With customers and countries can establish strong relationships with a strong dealer network. In addition, time, place and the advantages it provides to the company of this network because of the cost of providing benefits are also available. Volvo Trucks is one of the leading heavy truck and engine manufacturers in the world. Today, Volvo Trucks manufactures a broad line of on-highway and vocational Class 8 vehicles. Each new or used purchase is supported by a strong dealer network and by industry-leading parts and service programs to smooth your ride on the road to success. Volvo built its first truck in 1928 to serve a growing transport industry. At the time, roads were roughly carved out of the countryside.

2) Could you give information about the mission and vision of the company?

- **Mission:** For Renault Trucks, being innovative means simplifying driving, simplifying transport operations and simplifying the work of its customers..
- **Vision:** Its objectives include the continued deployment of quality transport solutions according to the key precepts of reliability, economy, comfort and innovation.

Company vision and mission is to give customers a priority in the use of tools can easily be simplified and transportation. Quality Volvo always tries to be success comfort and the most basic needs so that it increases success.

3) Could you give information about the position of the company in local and international markets that company operates?

We have 10% market share in local. In international markets: Company operates in Europe, Middle East, and Africa It is now targeting export markets, in Russia and in Europe, where it is seen by some as an addition – or challenger – to the so-called ‘seven sisters’, namely the largest and most established European truck manufacturers (Daimler, MAN, Volvo, Iveco, Renault, Scania and DAF). Ford – BMC are local competitor in Turkey market. Volvo has an advantage because of

brand name. In Foreign Country, they has a reputation so In Turkey, foreign compnies prefer to work Volvo. You can analyze this table, we are in Istanbul.

REGION BASED DISTRIBUTION OF VEHICLES-2014		
	MIDI TRUCKS	TRUCKS
İstanbul	575 846	126 745
Batı Marmara	132 118	30 795
Ege	437 540	94 080
Doğu Marmara	286 863	74 617
Batı Anadolu	296 490	102 703
Akdeniz	401 223	99 447
Orta Anadolu	116 930	45 307
Batı Karadeniz	151 687	39 830
Doğu Karadeniz	117 483	27 826
Kuzeydoğu Anadolu	48 346	16 394
Ortadoğu Anadolu	79 240	22 802
Güneydoğu Anadolu	150 840	71 104

4) How much is your sales endorsement for a year?

We sell more than one thousand trucks and it corresponds about 100 million Euros for one year. Company sets a sales target approximately every year and makes work in this direction. The annual average sales occurring in, contributes to the planning of next year. Quantity is less than other companies. The market leader is Mercedes Benz. Its quantity is about more than ten thousands. Market is too narrow and competitive. But we do not try to sell more quantity with discount. Because we don't want to reduce profitability. So our quantity sometimes changes but it has normal average.

5) What could you say about sales development concept and the importance of this concept in your company?

The main components of sales development concepts are Price of Truck, Second Hand Price of Truck, Spare Parts Price and Usage Cost(For example, % 40 fuel cost). We frequently use these instruments in our activities and to expand our market share. In Turkey's Truck market, price is the most important concept because of people opinion. They first interested in price of Trucks, and then they can analyze Trucks' other property. Market situation changes according to Turkey's economic

situation. But it is very hard market for trucks in Turkey. Trucks market is very competitive in Turkey. We have difficulty in pricing, because our products are expensive when we compare other brands.

6) What kind of sales promotion activities do you implement?

- Low-interest loans for 12 months,
- Free Care Campaign,
- Maintenance for three years quarentee,
- New product launch,
- Distribute Brochure, Poster,
- Pre-Sales.

Company is first to start trial operation before the sale. Defined marketing objectives for the results obtained after the research and related brochures, posters are prepared. In order to receive a 12-month low-interest car loans are offered the opportunity of each customer. All the services are free with general maintenance and after-sales service is also given.

7) What are your expectations from the sales development activities?

- Sales development activities should serve to,
- Increase sales rates about % 10-%20,
- Enhance motivation of employees,
- Encourage sales representatives.

Company's general motivation of employees and sales representatives give training to remain at the top and worked. It determines as a result of a sales forecast. We also get motivated by sales representative's work with full force to catch the sales target set earlier. Activities aim is not only to increase sales. Also it gets benefit to motivate our sales representatives. Because it provides to get more motivated for our sales representatives. We have not big budget for activities but we try to use budget in year. But sometimes company manager want to use budget to discount truck's price.

8) Could you tell any sales activity which resulted successfully?

New range and effectiveness of the introduction of Euro 5 engines Turkey June 5, 2014, was held on Thursday in Istanbul CNR Expo Center in Yesilkoy. Renault Trucks Chairman Bruno Blin, the Volvo Group Trucks Vice President of gee Marco Lazzoni and Volvo Group Trucks Turkey President Mete BÜYÜKAKINCI are ready for event where, Renault Trucks and Volvo Group Trucks showcased once again the importance that it attaches to Turkey. Before the launch, I organized our sales team to sell this new truck firstly so we were success and we have sold thirty turcks before starting sales Turkish people like buying new thing firstly. Their feelings and emotion get better. So this argument provides to sell more easily.

9) What are the advantages and disadvantages of sales development activities in terms of operating costs?

Sales development activities motivate sales representatives and increase sales. So these activites provide to decrease operating cost. Because some of customer can come to visit events, we have a chance to make an aggrement to sell trucks. It is a chance to reach customers. However, sales development activities in itself are already causing an increasing effect over operational costs accordingly decrease in profit margin. In order to be absorbed to this challenging, we have to hold high sales numbers because of cost concern. If we are not success, our mamager make pressure to sell. So we will need to be careful to organize activities in suitable time. It is disadvantage for us. Timing is more important for this activity.

10)What is the definition of personnel selling concept in terms of sales department of the company?

Personnel selling concept is an ambitious, motivating and competitive effect for our company. It inspires employees to establish good relations and also personnel selling encourage them to be good at in English, education and personnel development of themselves. Company employees are motivating every activity.

Employees are being qualified in their respective work; training is carried out on the full import of what to do.

Personol selling is the most powerful tool for our company.

11) What do you think about the trends in terms of sales development methods today?

The purchase price of an asset adds plus the costs of operation. When choosing among alternatives in a purchasing decision, buyers should not look just at an item's short-term price, which is its purchase price, but also at its long-term price, which is its total cost of ownership. The item with the lower total cost of ownership will be the better value in the long run. For example, the total cost of ownership of a car is not just the purchase price, but also the expenses incurred through its use, such as repairs, insurance and fuel.

12) What problems do you face in sales development activities?

-Operational Cost: We have to spend money to organize activities; also education is other asset for cost of our company. But because of competitive market, we must do these activities. If we are success to sell more trucks, cost will not be problem for our company. Some years, because of profitability, we need to decrease our activities.

-Information Transfer: Every campaign, every event, every thing for sales need to information. So we have problems to transfer information to our sales team. But before sales acitivities, I organize meeting and training to educate our team.

-Personal Sales Challenges: It is very important factor for our sales. We have many opportunities and amenities for our sales representatives but all things are related to our sales representative challenges, if they do not use for their relatin of customers, these activities will not get advantage for them. So key point is their challenges.

-Motivation Problems: We are working with people. It means they have private life. Our expectation is always to be success. But summers, stressful worklife and other things decrease our sales team's motivating. I have to help my team to get motivate.

Sometimes they need to feel relax while working in the office and opposite customers. Companies use their possibility to solve problems of its employee.

Motivation gets more problems day by day because of world life Especially Istanbul is main problem for our sales team. They spend more power to reach customer.

13) What is your prediction about the direction of sales development activities for your company in the next 5 years?

All products gets personal, also technical products even told in personal relationships. Sales concepts will be increasingly relying on the trust relationship with customers. The most important sales activities for the company, customers have confidence that they will be heard. Each production will occur as a result of personal relationships. Personal relation solves problems in Turkey's worklife.

Also customer in Turkey likes warm human relation. Internet is another key for marketing. Most of customer uses Internet and then visit our sales office. Maybe we need to allocate for Internet opportunities. But in the end, every activity will finish with personal relationships.

14) When you consider the high level of competition, will the importance of personnel sales increase or reduce in the coming years?

For the next years, employees' own performances for selling will have a determining effect over sales and importance of personnel sales will increase. The importance of the sales representative for the company is known. They make a decisive impact on sales. They would not sell. Without sales would hurt the companies and may lead to bankruptcy.

15) What kind of activities do you do for the improvement of personnel selling?

- Training for personal improvement
- Knowledge of Products
- Information Transfer Training for customer relationship
- Once a year set an organization for all employers in company to exchange ideas.

Volvo first gives high importance to all employees and sees them as the value of the company. That's why they do refer to their information and exchange ideas. Great importance is given to personal development. In addition, the company will establish sales relationships with customers. Training and education are keys method to improve our sales team performance. Our company uses mailing method to give information about new trucks and new campaigns. So our workers have to know English. Mailing delivers in English. If I have a time, I will try to organize meeting to get ideas from our sale team. They are working in area, so they can share experience in meeting a key role. We are in office but our main area is near customer life. So sharing information from market is very important for us. Our competitor's strategy and new offers affect our sales. Sometimes they offer interesting agreement to the customers, because of this reason we arrange pur position in the market.

16) What kind of criteria do you have for selection of the sales representative?

Education, English, dynamic person, positive attitude, competitive, undismayed are some of our criteria. We organize two-three meeting to choose employee, First Human Resource department chose candidates and then sales manager and director set a meeting with candidate. At last our general manager decide who will be employee.

According to the company a good salesperson should be competitive, must be dynamic and friendly, the structure must be positive and must be found, especially in English. Companies hired before deciding who will do interviews with the candidates many times. Starting discussions with human resources continue with the sales manager and director. Finally he decided to give the general manager and staff who will be determined to begin work.

17) How do you control your sales representatives' improvements and performances, what kind of methods do you use?

-Preparing Reports for sales representative's performance (one employee have responsibility to prepare reports for sales team.

-One to one interview- Sales Director each of sales team members

-Every week, one of the worker prepares a report about sales and then send to sale director. Report consists hot dealing with customer, numbers of invoices, contracts to sign, and customer interviews.

Reports to control the work of the sales representative for the company is prepared. Reporting daily, monthly, quarterly and annual can occur at different times.

18) Could you describe the importance of sales representatives and customer relations for your company?

% 100 effecton. Our sales representatives are face of company across the customer. Sales representative acts as a bridge between customers and the company. Volvo is the first face seen by the customers. Customers due to meet with sales representatives first, thinking that may occur in the future will affect customer relationships. Our sales representatives are polite, hard working and responsible.

19) Could you explain the role of your sales representative over sales development activities?

Our sales representatives are responsible for the implementation and distribution of campaign procedures. In addition to these sentences, they are transferring information about campaign to our customer. Customers can know campaigns by sales representatives. When performing sales representatives will apply innovative processes, it will benefit also developing new sales procedures. Companies create new opportunities, new campaigns but if sales representatives do not learn everything about campaign, they will not expect success. So the key role is for company's success their workers and their worker's motivation. We need to encourage our sales team to become success in work. We do not do anything without our sales representative.

20) What is your difference in terms of sales development according to your competitors in the market?

- Low Fuel Consumption
- Infomax Technology- report from Trucks to Truck's Owner by computer.
- Secure Trucks
- Power of Brands.

The difference from other competitors annoying feature of the mark according to the company, not the vehicles safe, low fuel consuming, computer technology is thought to occur in order to detect faults faster with support and overall customer of the brand.

Volvo for many years all over the world occurred in the production results given the power to reach a certain prestige and positive reactions occurred in customers, the company is generating features to the forefront of the competition.

21) What could your competitors do for their sales development?

For example Mercedes Daimler has exchanged 100 Renault Trucks with 100 Mercedes Trucks. It is very effective and important way to beat their competitors. This event shows us how our competitor has powerful finance opportunities. Every company has own speciality for effecting customers.

Some of them use marketing activities that do more than us. They use TV advertisements, radio advertisements and street advertisements. Other way is to join exhibition about vehicles. It is a chance to show new trucks and other firms' trucks.

22) What is the difference from your sales representative than competitor's sales representative?

More qualified and more aggressive are our sales representative's important features. The company's sales representatives who work for rival firms compared to higher-quality, educated and aggressive. Features and professional competence in all deficiencies have been corrected. We try to choose sales representatives who have more experience about sector. Because products has technique speciality so experience is important for our sector.

We can create differences for sales by using our sales representative's portfolio. If they have old customers, we can choose them to get their customers for our company. Portfolio is very effective factor for us. Because of our sector, customers like working with the same people. They do not notice which company is. If customer trusts sales representative, they can change all trucks. It means we can sell new trucks and get more customers. New customer is very valuable key for us. Our team always has to follow and reach new customers. So people who want to work us, they have to have a good human relation. It is not important to have technique information about trucks. We give more importance for human relationship.

3.6. Case Study

In this study, we made as a result the subject of our research, "the importance of personal sales, sales development and applications with the sales director for Volvo Trucks Turkey firm in the negotiations. In the evaluation result received in response. This section will be made in the case study work.

While sales in the company's selection for research has given importance to sales representatives and sales development methods used can be determined by examining the Volvo has been selected. A difficult and narrow construction sector trucks due to improving sales methods and greater importance given to sales representatives.

Besides company personal sales concept on the time using, as a result of work done for Volvo that indicates the importance given to personal basis which points to making successful completion and interpreted what originates errors. Investigation of non-standard answer is open-ended and face-to-face method. Unstructured and free questions created analysis method, Volvo Sales Representative has been applied and the results obtained as a result of our works which are completed by adding your own comments. Questions usually get to know the firm and the techniques used in developing sales and personal sales activities are formed from the thesis.

In Volvo Trucks, there is a problem when sale representative visits the customers. They can not be control all of section when sale representative visit the customer. Soemtimes because of difficult customers, sale representative can not be control themselves. So customer does not want to discuss with Volvo because of problem of its sale team. If the customer firstly want to buy trucks, sale team member will not introduce company truly. Customer firstly thinks, Volvo's security is strong but price is so high according to other rivals company and brands. So customer in the first meeting, they try to keep distance to Volvo Trucks. Sale team has problem to introduce Volvo Truck and selling Truck to Turkish customers. Other Brand has advantage to sell trucks cheaply and introduce them by using Turkish brand. So if sale representative can not be cool and calm, they will loose customers who are not be the old customer. So Volvo Truck same management team try to solve problem between customer and sale representatives. How they can behave in the first meeting, how they can try to tell why Volvo is expensive, what the advantage of Volvo, how can they affect customer in the first meeting, how can they win the customer to buy Volvo Truck. The problem is for Sale team.

While they start to solve this problem, Europe side of Volvo will come to Turkey and try to understand problem and they give suggestion by using Europe examples. Then Turkey sale management come together and create action plan. At first they try to find how sale representative can follow by them in the customer meeting. If they think, they will follow their sale team so the problem is solved easily. So they created Hot Deal-Cold Deal. And Every firday sale team members send report to the manager about Week Report. Report is about customer sale representative meeting level. If the meeting turns to sale activity, it will call Hot Deal, if the meeting continue in the discuss period, or it is the first time to meet with the customer, it will called Cold Deal. If sale representative can not finish Cold Deal period, according to Manager Decision, Manager will can may interfere with the conversation with customers. It will be the first solution about customer relationship.

The scope of our work of Volvo Company continually based on the best production and maximum customer satisfaction is trying to give the best quality service. So customer satisfaction is the first target for Volvo company. Volvo is in almost all the countries in the Department and international reputation. Strong and long has a dealership network and created a portfolio of customers. Certain countries can establish strong relationships with the company. Besides, the place, time and cost benefits can have many advantages by providing. The company has strong brand power in the market. They try to use their brand power to sell quality trucks and quality service to the customer. Comfort, quality and the fulfillment of the basic needs as the primary purpose of the principle of Volvo, won today's achievements in return and still increased steadily.

So how does the Volvo company can solve and growth strategy? Case study within the scope of this strategy can be summarized as follows and growth paths.

- Volvo is considered independent of each year and sets the sales targets for each year,
- Create a wide network of research before starting work on the Volvo. The target market for the result of the findings and alternatives set.
- Posters, brochures and target customers are prepared to continue the efforts of sale process.
- Working for the company as customers are also valuable. The act in the sense of belonging of the employees, make applications to remain at a high level of motivation and training in this context,
- Increasing co-operation of sale team, focusing them to be team and solving problems together.
- The most qualified personel is starting work-until the requirements of the job. So Volvo Truck's worker has special features and special techniques for effecting customers.

- Salesperson is valuable and important for Volvo which is shown to them as they are.
- Sales representatives create a decisive effect on sales. They can not take place unless the sale.
- Sales representatives trust their managers. Each production, as a result of personal relationships revealed.
- Manager needs to follow Sale team performance and give suggestion in the periods. So they can learn how their sale representative performance improves. Manager can interfere problems about sale representative on time.
- It is very important to Personal Development trainings. sales representatives plays a key role among customers with training,
- The Salesperson is always competitive, dynamic and friendly, company give training for their development of personal features.
- Volvo Trucks use advertsiement methodds. Maybe TV Advertisement is too much expensive so they need to other method to introduce brand to customers.
- They need to create new strategy to sell Volvo Trucks which customer believed expensive but safest car in the market.
- To determine customer is very key point for their market. So they can help from consulting firms to improve its reputation in Turkey and how they can place in customer's mind Truck must be safe and safety must be the first factor to sell Truck.
- Service trade will be complimented by harmony and agreement between the needs of the countries.
- Volvo Truck needs to collect information from customer about market position, brand competitive and Volvo Truck's brand position in the market.

- Volvo provides new employment, while at the same time meet individually with each candidate. This is repeated many times in interviews. The first call starts with human resources authority and then continues with the sales manager and Director.
- Volvo new jobs provide individually meets with each candidate. These interviews will be repeated many times. The first meeting starts with human resources officer, he will continue with the sales manager and director. The final decision will end with the general manager or authorized persons. General Manager or authorized person determines the personnel who will begin work.
- Sales representatives prepare reports for the work. These reports aim to control and monitor the work of the representatives. It is not every interviewee. If you have billing information, contracts are included in this report. It takes place in different periods reporting daily, monthly, quarterly and annually.
- Volvo is the bridge between clients with Sales representative. Volvo is the first seen in the face of customers to face. Suppose after meeting with representatives of the company constitutes about thoughts.
- To reach customers, sales representatives are ways to tell campaigns. Sales representatives recount their own campaigns; they produce new methods, new procedures acts to improve sales.
- Volvo features distinguish it from its competitors, Volvo has safer vehicles, low fuel consumption and advance the technology, computer technology, the detection of disorders with the help faster and thoughts that occur in general as the client's brand.
- Volvo has gained a certain reputation in the world for many years. As such production results are more successful. Customers are detected in positive responses, and these features allows the company to the fore its competitors.

3.7. Evaluation of Survey Results and Market Outlook

Finally Volvo is very professional company. Their strategic decision comes from Sweden. Management side is in outside of Turkey. So they manage Turkey side in their global rules. They control all side from of Volvo from Sweden. In Turkey you can feel pressure from Sweden in Volvo. But Volvo has more experience when I compare other rivals in the sector. Its brand name is very strong, everybody knows Volvo which is from automobile brand. The brand name is called quality, safety and comfort. Price is also high but they try to tell customers why its price is too high. Campaign, service opportunities are other alternatives for marketing acitivites. They do not have huge marketing budget, sometimes because of profitibility, they have to use marketing budget to sell more trucks. So sale price is decreasing but profitibility doesn't change. Their sale team has also very experienced workers. Most of them have experience for this trucks sector. Sometimes they transfer worker from other rival company. But they give importance on sale team. Because it's the most important way is to sell trucks. Also Volvo has dealer and offices in other region. But especially in Istanbul, sale quantities of trucks are more than other region. Also sales representatives help dealers to find new customers. So this term of sales representatives is very key point which determines company's success and company's future.

COMPANY	CUSTOMER	MARKET
Global	Reputation	Brand Power
Experience	Quality	Operation Success
Qualiafied Workers	Safety	Finance Power

Strenght of Company's Structure

In Turkey there is no production, so sale is very key point for Volvo. If they are failing, they will close all operation in Turkey. But they are very success in Turkey. Service department and marketing department help sales department to increase sales and marketing activities. All activities of sales improvement is related to sales representative's success. The central is sales team. So the strategy of sales improvement determines according to sale team performance. Every week, one of sales team member gives a report to director of Sales. It is about dealing with customer. If it is first time to meet new customers, it means cold deal, if sales representatives will near to make an agreement with customer, it is called hot deal. So director of sales can follow their team's performance easily.

Future of trucks sector gives courage to company. This sector of future is: In the world, from now to 2024, annual growth of more than 3% is expected in the global truck market, mainly driven by global GDP growth, estimated at 3.3% per year. A closer look at growth by country reveals a wide range of growth rates. Brazil, China, and Japan show little momentum, growing at 1% per year. The U.S. also trails the global average at 2%.

India is the most dynamic large market with a staggering 9% CAGR. New growth markets appear in Eastern Europe (10%), Russia and Central America (5% each) and in the ASEAN countries (4%).

The truck market is growing, but the pace is fairly slow. From 2004 to 2014, sales in the global truck market grew at an average annual rate of 2.7%. Between 2014 and 2024 the global truck market is expected to continue growing at a fairly low rate of 3.1% per year. The Indian market will be the main driver. Growth is not global – it is regional. Growth rates vary widely around the globe. Growth is slowing down in large truck markets such as China. On the contrary, India, the ASEAN countries, and Eastern Europe will account for most of the future growth. Central America is showing dynamic growth as well. More than 70% of incremental sales in 2024 will be generated outside the Triad markets. But the solidity of the Triad markets will stabilize the total global truck market in the decade to come. Beyond BRIC Much of the recovery of the truck industry after the financial crisis was due to the BRIC markets and their growth opportunities.

This is not the only truth anymore. While the BRIC markets remain the largest truck markets, other regions have developed more growth momentum. It is essential for OEMs to focus on both, the largest markets and the new growth regions.

Volvo company sales representatives are according to representatives of the other companies more educated, more qualified and highly qualified, friendlier, more knowledgeable, more aggressive. Properties in terms of professional qualifications and all deficiencies are corrected.

Due to the rapid economic recovery, in 2010 most commercial vehicle markets revived from the sales decrease they suffered in 2008 and 2009. Nevertheless, commercial vehicle sales still remain below their pre-crisis volume in most markets. Although, the enormous sales reductions have resulted in some painful lessons, extensive cost saving programs allow a majority of manufacturers to achieve respectable profits. However, particularly OEMs from the established markets continue to face a number of challenges to maintain or grow their market position in their home markets. These include increasingly stringent regulations, rising gas prices and largely saturated markets. On the other hand, economic growth in emerging markets continues to offer great potential, with the associated rise in consumer demand predicted to have a positive medium and longterm impact. Industry experts also expect that the legal framework and commodity prices will continue to play a minor role for the time being. The balance of power in the global commercial vehicle market has changed decisively over the past five years. In 2006, Western Europe accounted for about 10 percent of all commercial vehicle sales worldwide. In 2010, the figure had fallen to around 7 percent. The fall was even greater in North America, where the share of worldwide commercial vehicle registrations fell from about 50 percent in 2006 to around 32 percent in 2010. Market share losses of the saturated markets contrast with strong market share gains in the

emergingmarkets.

COMPANY	CUSTOMER	MARKET
Problems of Sales Representatives	High Price	Difficulties Of Turkey
Sales Pressure	Sales Procedures- Unflexibility	Having More Competitors
Lack of Marketing Acitivities and Sales Promotion Activities	Social Media	New Procedures and Laws

Weakness of VolvoTruck's Company

By 2010, Chinese global market share had already grown to 30 percent. India enjoyed similar although less spectacular growth. Asia is now by far the largest region for commercial vehicle sales, accounting for nearly one in two commercial vehicles sold worldwide.

International businesses direct the world trade customs with production centers in many countries. Major of management in different countries, continents, finance, procurement, performs marketing and sales activities become kind of companies that are connected to different countries' regulations and laws. SMEs from many different industries are holding up the matrix structure of the simple structure. Increasing costs is international character of the products that produced, increased grown labor force in the country. Transportation and tax costs are problem of excessive growth of businesses in the country. Besides the need of accumulation of capital, the emergence of opportunities outside the country move away from protectionist policies. The IMF and the World Bank as international organizations and trade barriers abolition, abolition of restrictions placed on capital, technology, circulation, products, and services sectors in the rapidly expanding world trade which supports international commercial and financial institutions. The promotion of foreign investment, the expansion of intellectual capital, communications, advances

in transportation, information technology, international competition, the meaning of national borders lost and in a geographical sense, globalization brings high R & D costs by sharing ideas and the limited number of scientists on the issue. This situation jointly exploit trends and the activities of reasons, such as providing network-building benefits of global international case. (İge Pinar et.al 2013-1) Positive economic developments will ensure further market growth over the coming years, including a fundamental rebalancing of the global market. The truck market is expected to grow by around 14 percent between 2010 and 2012, rising up to 33 million units by 2015 if current trends continue. In addition to the BRIC countries, the so called “Next 11” states, such as Indonesia, South Korea, Vietnam and the Philippines, will contribute significantly to this growth as well. Global truck manufacturers are faced with a number of challenges. They have to be aware of the growth trends in emerging markets, and at the same time stay alert to the continuous market cyclicity in the Triad. A consistent worldwide business model will not be sufficient.

- Global Truck makers have to be aware of the growth trends in the emerging markets, and at the same time stay alert to the continuous market cyclicity in the mature markets.
- Emerging markets are also prone to market cycles in the commercial vehicle market, but unlike in the Triad, the overall growth trend is upwards.
- Global truck OEMs have to evolve regionally adjusted business models and brand strategies in order to respond to differences in terms of market peculiarities, customer preferences and brand recognition.
- Complying with environmental standards and requirements will entail costly technologies, which truck operators may be unwilling to pay the price.
- Over the long term Full-Line Manufacturers, represented in all truck segments, will have better chances to compete on a global level

CONCLUSIONS and RECOMMENDATIONS

Personal selling is a very important business in terms of sales efforts. In Business is an activity in leading marketing efforts. Neither of the other sales efforts can not substitute for an effective personal selling and sales staff. All other efforts also support more personal and selling. Enter into a personal relationship with the customer management is a criterion for success-run establishments. Personal selling is an extremely important marketing tool for different products. Most companies in the personal sales, marketing mix of price, is ruled to other members such as advertising sales efforts. For example; spending on sales force in the USA it is estimated to be between 1.6 and 3 times the ad spending.

COMPANY	CUSTOMER	PRODUCT	MARKET	SALES REP.
Using Database	Bonus	Pricing	The Importance of Data	Good Relationship with Customer
Customer Satisfaction	Special Campaign	Differentiation	Social Media	Training
Long Term Success	Special discount	Product Development	Internet Opportunities	Keep Motivation High
Awarded to the customer	Create Product Packages	New Advantages		New awards

Recommendation For Volvo Truck Company

The Market Is Good Diagnosis: On the product of effective sales professional must have received a good education. Product benefits, features and technical details on how to use space and even tried to be a judge. Sales professionals are selling a service that should have knowledge about different varieties of that service. For this reason, sales professionals, potential market, constantly informed about the industry and competition. Volvo is on this issue in very good condition. With ongoing training, meetings and keeping

warm are the details of product launches sales representative and provide the continuous development.

Contact The Importance of Data: The realization of many sales targets due to the lack of communication skills. Effective sales professionals are to develop themselves in interpersonal communication and relationships that should adapt to this job. Beside communication and relationships are as important as the level of expertise. Both sales professionals develop the skills of both, depending on the company's medium and long-term success salesmen.

Keep Motivation High: Product, successful sales for the company and the sector in which you know very well the state, can not use effective communication skills. These are numerous sales professionals who can not. Therefore it is necessary to keep the motivation high of a sales professional to develop basic skills.

Sometimes they have problems in this regard, they are trying to increase motivation with activities such as dealers meetings or overseas trip. They are also trying to motivate sales of premium for sales representatives by using the system.

Those additional studies be done to maintain the customer relationship:

- Records kept: the files customers.
- Arrange follow-up visit customers. It is certain that you engage with customers.
- Check whether the customer after delivery pleased by calling in 1-2 weeks.
- Prepare Thank you notes.

There are some suggestions on the premium percentages. This is my advice as follows:

- You do not have to apply the same premium so every salesperson. Senior salespeople can give a higher percentage of your premium.
- You can select a percentage of region-specific premiums. Or less than that of your competitor's sales to sales will be in the hands of a region so you can give more.
- So you do not have to apply the same premium to all products. The new product results from the research and development of a brand or product that you add to your range, you can set different premium percentage to anchor in the market.
- You can give more premium high profitability. You can pay more premiums to sellers generating more profits than the targeted gross profit.

French scientist Clotaire Rapaille company culture while creating the sales team, based on their past success is not a candidate; that tells how to choose according to their resistance in the face of their failure. Being good seller, "to be able to cope with rejection" requires. Each rejection and self-vendors "another way" whips in the search.

COMPANY	CUSTOMER	PRODUCT	MARKET	SALES REP.
Organize meeting with Customers	New payment opportunities		Following Competitors	Development of Dealer Relation
Increase Marketing Activities	Service Opportunities		Become First	New premium
	Training for Dealer		Turkey's Conditions	Prevent to move rival companies

Suggestions For Volvo Trucks To Improve Selling

There are a few suggestions to help you increase sales to existing customers that you make. These recommendations are as follows:

- **Create Product Packages:** Create two or more of your product or service is new packages bring together and present it to your existing customers at special prices. Volvo Trucks maintenance vehicle sales as ask for support on this issue and offer suggestions about the service pack.

There are quite advanced and powerful structures in this regard. The work on this issue and various proposals from other competitors may offer different because it is so versatile. In addition, they can change their bid to have a flexible structure in this regard in various conditions.

- **Ancillary Products Order:** The structure will support additional sales of products and services they have received your old customers. For example, you have a proposal to extend the warranty period that relieved one truck.
- **Share Confidential Information:** The discounts you can do about your products and services in advance of the announcement to your old customers. This is a method, but company policy to be applied are not those of Volvo's work.
- **Awarded To The Customer:** Your reward the loyalty of your customers loyal, you will attract a lot of attention for those who like to enhance their commitment to this story. For example, offering customers a special discount on the birthdays you have shown that you give both you remember them and value. This work can be differentiated for Volvo. Because the truck is not as birthday is not a product that can be taken at any time, customers can also be applied discounts based on past purchases. The company will facilitate the work of the sales representative who can support to have a loyal customer base.

- **Organize Meeting With Potential Customers:** Company organize meeting with potential customers to influence them and meet them. If customers trust Volvo, they will come to meeting to learn new opportunities about trucks.

For example, Professional sales representatives presents how to decrease cost of trucks, how Volvo help them to renew trucks of fleet and how use of trucks optimally. Reaching new customers, there are many methods used to remind yourself to old customers. These methods which combined with the power of the Internet is reaching a wide audience and provides the transmission as well as the right of your message. But the most important point to remember is that you need to have a correct message transmission.

- **Pricing:** Many are pushing the sales of durable goods such as pricing, intense competition in the automotive and truck. Instead of presenting additional services from product price discounts because it is very low profit margin in trying to convince the customer. At this point the pricing study analyzed the sales price a little bit of authority to be given again. Or it can be done for a period of study, which can lead to increased sales in that period (Semester discount).
- **Social Media:** Social media's importance is getting higher day by day. So every company try to use social media an internet advantages for your company. In ten years, if the company do not have web site or internet application, they will go bankruptcy. Because every people use Internet, before they start to shopping, they search from internet and then if they have to, they will go to the shop to buy which they choose from company's website or application. So Volvo have to give more importance on the Internet application Maybe they create new progrma which it can use by customer to desgin their trucks according to basic rules. It will be interesting and exciting for the customers. For example, owner of company wants to write its company name on Trucks. This design will make by company in basic rules. Volva wants to get money for this service but it will make difference according to other competitors in the market.

Forum is the speciality for Internet which uses by companies. They can collect feedback from their customer and their users. And it is very cheap way to get data from market and solve problems about trucks. Its customer can feel happy to change something which is wrong. When one of customer use other brand trucks, they can easily get information about Volvo Trucks from Forum, so maybe their opinion will change and they decide to buy Volvo. we know Turkish trend separate easily world of mouth. If somebody suggest new Volvo Trucks to somebody, because of Internet power, its marketing will done by customer.

In the market, company will be the first in the market. It means Volvo Truck present products before other rivals present trucks. So they will collect customer's attention on the Volvo's Truck. So it is easily applying selling methods for the market. And other important thing is that hold their worker in the company. Because market is not enough customers. There are many rivals in the market. In Turkey, customers give importance different things but the first thing is price. Then safety, service opportunity and capacity of trucks are factor of selling process. Because of this situation, price is disadvantage of Volvo. But in Turkey customers believe brand and sale representative. So sale representative's portfolio is important to reach more customers. So every company in the market try to hold its sale worker, companies try to transfer good and valuable worker from other company. However team of sale's good members is very key point to be success.

Other factor is development of dealer. Because companies in Turkey can not reach all area of market. So dealer has importance in the competitive area. They are the same of sale representative for Volvo. In addition to increase sales, dealer must increase its power and its features. Besides if the dealer are more power than other brand's dealer so brand of power increases in the area so Volvo Truck can easily improve brand reputation and take more market rate.

REFERENCES

Akat, Ö. (2004). *International Marketing Mix and Management*. Bursa: Ekin Publishing (5. Edition).

Akın, F. (2009). "Sales Applied To The Vehicle In The Industrial Market Sales of Relations and an Application Tool in Industrial Markets". Master's Thesis, Marmara University Graduate School of Social Sciences, Istanbul

Altunisik, R., Ozdemir, S. and Budak, G. (2004). *Human Resource Management*. Istanbul: Changes Publishing.

Anderson, R.E.; Joseph F.H. and Allen J.B. (1988), *Professional Sales Management*. McGraw-Hill Book Company.

Anderson, R.E. and Alan J.D. (2004). *Personal Selling*. Houghton Mifflin Company.

Assael, Henry (1993); *Marketing Principles & Strategy*, The Dryden Press Harcourt Brace Jovanovich, Second Edition, Florida.

Avcikurt, C. (2005). *Tourism Promotion and Sales Promotion*. Istanbul: Change Publications (2. Editions)

Ayhan, E. (2006). *Consumer-Oriented Integrated Marketing Communications*. Istanbul: Nobel Publishing.

Barry Berman (1996-194) *Marketing Channel*

Begoña Alvarez *Consumer Evaluations of Sales Promotion: The Effect on Brand Choice* (Department of Business Administration, University of Oviedo, Oviedo, Spain)

Berkowitz, E.N., Rober, A.K., Steven, W.H. and William, R. (1994). Marketing, USA: Von Hoffmann Press, Fourth Edition.

Brent Adamson, Matthew Dixon and Nicholas Toman- The End of Solution Sales
From The July-August 2012 Issue

Burnett, J. and Moriarty, S. (1998) Marketing Communication, New Jersey: Prentice-Hall.

Cabuk, S. (2003-146). Sales Management. Ankara: Nobel Publishing.

Caglar, İ. and Kılıç, S. (2001). Marketing. Ankara: Nobel Publishing.

Cengiz, E. (2002). Promotion in International Marketing. Istanbul: Der Publishing.

Chen, S.F.S., Monroe, K.B. and Lou, F.C. (1998). The Effects of Framing Price Promotion Messages on Consumers Perceptions and Purchase Intentions. *Journal of Retailing*, 74(3):353-372.

Clow, K.E. and Baack, D. (2002). Integrated Advertising. New Jersey: Promotion & Marketing Communication, Prentice-Hall.

Comert, Y. (1989-153). *Direct Marketing and Turkey Applications: Publishing Sector Case*. Phd Thesis, Dokuz Eylul University, Izmir.

Coroglu, C. (2002-87). Management and Marketing In The New Economy. Istanbul: Alfa Publications.

De Pelsmacker, Maggie Geuens, Joeri van den Bergh
Marketing Communication 2001-35

Delre, S.A. Jager, W., Bijmolt, T.H.A. and Janssen, M.A. (2007). Targeting and Timing Promotional Activities: An Agent-Based Model For The ,Takeoff of New Products. *Journal of Business Research* 60, USA, pp. 826-835.

Duncan, Tom (2002-132); IMC: Using Advertising and Promotion To Build Brands, Boston: Mc Graw Hill.

Engel, J.F., Martin, R.W., Thomas, C.K. and Bonnie, B.R. (2000). Promotional Strategy: An Integrated Marketing Communication Approach, Cincinnati, OH: Pinnaflex Educational Resources, Ninth Edition, Inc.

Eser, Z. (2007). Marketing Communication in Services. Ankara: Political Publishing.

Euroform-Konferenz (2004/2005). UGW Promotion POS-Marketing-Report.

Fill, Chris (1995), Marketing Communications, Contexts, Contents and Strategies, , Prentice Hall Europe Second Edition.

Fuchs, W. and Unger, F. (2003). "Verkaufsförderung- Konzepte und Instrumente im Marketing-Mix, 2". Aufl. Gabler Verlag Wiesbaden.

Gedenk, K. (2002-64). Verkaufsförderung, München, Vahlen Verlag.

Geml, R. (2005-76). Marketing Instrumente Marktkommunikation. Printed Textbooks.

Hsu, C.H.C. and Powers, T. (2002); Marketing Hospitality, John Wiley & Sons. Inc. Third Edition, USA.

Icoz, O. (2001). Marketing in Tourism. Ankara: Turhan Publishing.

Islamoglu, A.H. (2002). Principles of Marketing. Istanbul: Beta Publishing.

Islamoglu, A.H., Candan, B., Hacıefendioglu, Ş. and Aydın, K. (2006). Services Marketing. Istanbul: Beta Publishing.

İge Pınar (2010) Doğrudan Pazarlama

İge Pınar ve Çağrı Bulut (2013) Uluslararası İşletmecilik - Temel Kavramlar

Jobber, D. and Lancaster, G. (2003). Selling and Sales Management. Prentice Hall.

Jozsa, Laszlo, Kim-Shyan, F., Pedro, Q.B. and Hongyan, Y. (2007): Firm Strategic Groups and Choice of Promotional Tools – The Case of Small Clothing and Shoe Retailers in New Zealand, Portugal and Hungary,

Dr. Jörg Dubiel Promoting target models by potential measures, Scientific-Marketing e.V

http://smib.vuw.ac.nz:8081/WWW/ANZMAC2007/papers/LJozsa_1.pdf

Karabulut, M. (1997). Professional Selling and Administration. Istanbul: Universal Scientific Publications.

Koldas, A.N. (2006). “Sales Development Impact of Trade Fairs and an Application”. Master’s Thesis, Gazi University, Ankara.

Kollat, D.T., Roger, D.B. and James, F.R. (1972). Strategic Marketing, New York: Holt, Rinehart and Winston.

Kotler, P.(1991-321) Marketing Management: Analysis, Planning, Implementation, and Control

Kotler, P. (2000). Marketing Management. The Millenium Edition, Prentice Hall.

Kotler, P. and Armstrong, G. (2004-169). Principles of Marketing. USA: Pearson Prentice Hall (30. Edition).

Kuru, D. (2011). Buy Sales Development Activities Effect of Decisions: In Service Sector An Application. Master's Thesis, Bozok University Graduate School of Social Sciences Department of Business.

Mary Lou Roberts, Paul D. Berger (2004-95) Direct marketing management

Marketingist Marketing Exhibition and Conference (2006). Sales From The Consumer's Point of Purchase.

Moreno, L. (2008). "Business Strategy, Marketing Strategy and Manufacturing Strategy". An Overall Alignment, *Master's Thesis*, Linköping University. Sweden.

Mucuk, İ. (2004-98). Principles of Marketing. Istanbul: Turkmen Publishing (14. Edition).

Mucuk, İ. (2005-26). Modern Business. Istanbul: Turkmen Publishing.

Ndubisi, N.O. (2005): Effectiveness of Sales Promotional Tools In Malaysia The Case of Low Involvement Products. Allied Academies International Conference: Proceedings of The Academy of Marketing Studies, Volume 10, Number 2, Las Vegas, pp. 41-47.

Odabaşı, Y. (2001). Marketing Plan Guide. Ankara: Seckin Press.

Odabaşı, Y. and Oyman, M. (2002). Marketing Communications Management, Istanbul: Capital Media Services (5. Edition).

Okay, A. (1998). As Public Relations Tool Sponsorship. Istanbul: Epsilon.

Oluc, M. (2001). Personal Selling. Marketing World. (25):13.

Oracle (2006); Shape Modeling for New Product Introduction and Promotion Planning.

<http://www.oracle.com/us/products/applications/ebusiness/scm/062126.pdf>.

Ozcan, M. (2000). International Marketing. Istanbul: Turkmen Publishing.

Ozturk, A. (1993). "Sales Promotion Activities and Planning Process Towards Consumer: Consumer Goods Producing Property in Research". PhD Thesis, Anadolu University Graduate School of Social Sciences, Eskisehir

Parilti, N. (2003). Your Sales Management and Organization. Ankara: Gazi Publishing.

Perreault, W.D. and McCarthy, J. (2002), Basic Marketing, McGraw Hill Publishing.

Rodolfo Vázquez Casielles (Department of Business Administration, University of Oviedo, Oviedo, Spain

Ruane, M. and Orla C. (2010): Marketing Promotional Strategies For Ireland's South West Butchers – An Empirical Study, <http://www.shannoncollege.com/wp-content/uploads/2009/12/THRIC-2010-Full-Paper-M.-Ruane-and-O.-Casey.pdf>

Sabou, F. (2010); Promotion Budget Methods, Fascicle of Management and Technological Engineering, Volume IX (XIX), NR3 pp. 493-498.

Santella, J. (2001); Mergers and Acquisitions Require New Promotional Strategies, MPN Vol:1 No:2 June 1. http://www.santella.com/MPN_June_Issue.pdf.

Sales Promotion Advantages

by Chris Joseph, Demand Media

<http://smallbusiness.chron.com/sales-promotion-advantages-1059.html>

Serce, A. (2006). Sales Force Management-Sales Force in the Pharmaceutical Companies A Study on Application. Master's Thesis, Inonu University, Malatya

Sigue, P.S. (2008). Consumer and Retailer Promotions. *Journal of Retailing*, 84(4):449-460.

Stil, R., Edward, W.G. and Norman, A.P. (1988). *Sales Management Decision, Strategies & Cases*, USA: Prenticehall Inc Fifth Edition.

Tek, Ö.B. (1997-165). *Principles of Marketing, Global Managerial Approach Turkey Applications*. Istanbul: Beta Publishing (7. Edition)

Tek, Ö.B. (1999-189). *Principles of Marketing, Global Managerial Approach Turkey Applications*. Istanbul: Beta Publishing.

Terpstro, V. and Sarathy, R. (2000). *International Marketing*. USA: Harcourt College Publishing (8. Edition).

Three Steps to Effective Sales Promotions

<http://www.entrepreneur.com/article/204860>

Wansink, B. (1996). Can Package Size Accelerate Usage Volume. *Journal of Marketing*, 60: 1-14.

Yahaya, A., Noordin, Y., Ramli, J., Boon, Y. and Abd Ghaffar, M.N. (2009). Amanah Saham National Berhad's Promotional Strategies and Its Relationship with Customer Motivation, *Journal of Social Sciences*, 5(4): ISSN 1549-3652, pp. 283-291.

Yi, G. and Ying, L.Y. (2009). Business to Consumer Web-Site Under The Financial Crisis. *Master's Thesis*, University of Halmstad.

Yolal, M. (1998). "Accommodation Structural Analysis of front office functions in Sales and Income Increase in Business Development and a Site Survey". *Master's Thesis*, Anadolu University Graduate School of Social Sciences, Eskisehir.

APPENDIX-1 SURVEY QUESTIONS

- 1- Could you give general information about the structure of the business?
 - Date of establishment of the company
 - Main purpose of the company
 - Number of employees
 - Field of activity
 - Departments of the company
- 2- Could you give information about the mission and vision of the company?
- 3- Could you give information about the position of the company in local and international markets that company operates? .
- 4- How much is your sales endorsement for a year?
- 5- What could you say about sales development concept and the importance of this concept in your company?
- 6- How do you plan the sales promotion activities in your company?
- 7- What kind of sales promotion activities do you implement?
- 8- What are your expectations from the sales development activities?
- 9- Could you tell any sales activity which resulted successfully? How do you assess the results of sales development activities and how reflections of the results could realize to the sales department?.
- 10- What are the advantages and disadvantages of sales development activities in terms of operating costs
- 11- What is the definition of personnel selling concept in terms of sales department of the company?

- 12- What do you think about the trends in terms of sales development methods today?
- 13- What problems do you face in sales development activities?
- 14- What is your prediction about the direction of sales development activities for your company in the next 5 years?
- 15- When you consider the high level of competition, will the importance of personnel sales
- 16- What kind of activities do you do for the improvement of personnel selling?
- 17- What kind of criteria do you have for selection of the sales representative?
- 18- How do you control your sales representatives' improvements and performances, what kind of methods do you use?
- 19- Could you describe the importance of sales representatives and customer relations for your company?
- 20- Could you explain the role of your sales representative over sales development activities?
- 21- What is your difference in terms of sales development according to your competitors in the market?
- 22- What could your competitors do for their sales development?
- 23- What is the difference from your sales representative than competitor's sales representative?