

**EMOTIONAL INTELLIGENCE AS A FACTOR INFLUENCING
SALES PERSONS PERFORMANCE IN INDONESIA**

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Emotional Intelligence as Factor Influencing Sales Persons Performance in Indonesia

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ABSTRACT

This study discusses mainly about factor influencing sales performance especially in medical organization. This study aims to develop an understanding of the role of Emotional Intelligence in the work place setting especially in the business environment. Ninety three questionnaires were returned to which descriptive statistics was used to verify the demographic variables of the participants. Pearson correlation was conducted on the independent variable which is (emotional intelligence) and dependent variables (sale performance). The results revealed that there was a significant relationship between emotional intelligence and sale persons' performance. Therefore, the result of this study contributed to need for developing training intervention based on emotional intelligence model, and finally more recommendations were also being discussed.

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CHAPTER ONE

1.1 Introduction

Organizations from both public and private sectors have to identify effective measures in managing challenges coherence with the complex working scenario. The needs for sales people with aggressive advantages ensure the success of sales in this highly competitive market. (Sojka and Deeter-Schmelz,2002). Thus identify performance as a key index for the success of individuals in their work. In which it considers the calculated output rate of an individual as well as evaluation of success rate by comparing to the organizational expectation (Kazemi and Abbas, 2002). To sum up the points above, definition of human performance can be stated as a result of planned actions in achieving a specific standard of goal.

A method is required in assisting sales organization in identifying and screening potential candidates for sales performance, which importantly contribute in the success of hiring practices and leadership development program. Sales skills have been acknowledged as the major key individual – level determinants that contribute to a salesperson performance surpassing all other factors. (Basir, Ahmad, and Kitchen, 2010; Churchill, Ford, Hartley, and Walker, 1985; Churchill et al., 2000). Nevertheless, the other factors are taken into consideration as supplementary factors in enhancing a deeper understanding of sales performance.

Van Roony, Viswesvaran and Pluta (2005), identify emotional intelligence as the most common discussed concept in sales research literature in which it was stated as being able to assist in the identification and prediction of sales performance success. The definitions for emotion intelligent are varied but it is often define as perceiving, interpreting, and reacting to emotions (Goleman,

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