

**THE CONTRIBUTIONS OF PERSONAL SELLING ON SALES PERFORMANCE
OF BUSINESS ENTERPRISES.**

**A CASE STUDY OF M-KOPA AND GREEN WORLD MASAKA BRANCHES,
MASAKA MUNICIPALITY**

**A RESEARCH DISSERTATION PRESENTED TO THE FACULTY OF BUSINESS
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DEDICATION

This dissertation is dedicated to my mother (Miss. Nanjagala Resty) who encourages me in this study.

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TABLE OF CONTENTS

| | |
|---|------|
| APPROVAL | i |
| DECLARATION | ii |
| DEDICATION | iii |
| ACKNOWLEDGEMENT | iv |
| LIST OF TABLES | vii |
| LIST OF FIGURES | viii |
| LIST OF ABBREVIATIONS | ix |
| GENERAL INTRODUCTION..... | 1 |
| 1.0Introduction..... | 1 |
| 1.1 Background of the study | 1 |
| 1.1.1 Historical background..... | 1 |
| 1.1.2 Theoretical background | 3 |
| 1.1.3 Conceptual background | 4 |
| 1.1.4 Contextual background | 5 |
| 1.2Problem statement..... | 5 |
| 1.3Objectives of study | 6 |
| 1.3.1 General objective | 6 |
| 1.3.2Specific objective..... | 6 |
| 1.4 Research questions..... | 7 |
| 1.5 Scope of Study | 7 |
| 1.5.1 Geographical scope..... | 7 |
| 1.5.2 Content scope..... | 7 |
| 1.5.3 Time scope..... | 8 |
| 1.6Significance of the study..... | 8 |
| 1.7Justification..... | 9 |
| 1.9Conclusion | 11 |
| CHAPTER TWO | 12 |
| LITURATURE REVIEW | 12 |
| 2.0Introduction..... | 12 |
| 2.1 Trade selling..... | 12 |
| 2.1.1 Contributions of trade selling on sales performance of a company. | 12 |
| 2.1.2 Challenges of trade selling on sales performance of a company. | 14 |
| 2.2Retail selling | 15 |
| 2.2.1 Contributions of retail selling on sales performance of a company | 15 |
| 2.2.2 Challenges of retail selling on sales performance of a company. | 16 |

| | |
|---|----|
| 2.3Door to door personal selling..... | 18 |
| 2.3.1 The Contributions of door to door personal selling on sales performance of a company..... | 19 |
| 2.3.2 Challenges of door-to-door selling on sales performance of a company | 20 |
| 2.4Conclusion | 22 |
| CHAPTER THREE | 23 |
| RESEARCH METHODOLOGY | 23 |
| 3.0Introduction..... | 23 |
| 3.1 Research design | 23 |
| 3.2Area of study..... | 24 |
| 3.3Study population | 24 |
| 3.4Sample size | 25 |
| 3.5Sampling techniques | 26 |
| 3.6 Data collection instruments..... | 26 |
| 3.7Data management and analysis | 27 |
| 3.8Quality control methods..... | 28 |
| 3.9Ethical considerations | 28 |
| 3.10 Limitation of the study..... | 29 |
| 3.11Conclusion | 30 |
| 4.0Introduction..... | 31 |
| 4.1 Methods of data analysis and presentation of data..... | 31 |
| 4.2Findings on the back ground of respondents..... | 32 |
| 4.3Statistics of the responses | 39 |
| 4.4Major products offered for sale..... | 39 |
| 4.5other factors that contributed to increased sales performance | 40 |
| 4.6Does your company carry out trade selling?..... | 40 |
| CHAPTER FIVE | 52 |
| SUMMARY, CONCLUSIONS AND RECOMMENDATIONS | 52 |
| 5.0Introduction..... | 52 |
| 5.1 Summary of major findings | 52 |
| 5.2Conclusions..... | 53 |
| 5.3Recommendations..... | 54 |
| 5.4 Suggestions for future research..... | 55 |
| REFERENCE..... | 56 |
| Appendix i Research report questionnaire..... | 58 |
| Appendix ii Letter of introduction..... | 63 |

LIST OF TABLES

| | |
|--|----|
| Table 1 showing the population size..... | 24 |
| Table 2 Showing gender of respondents | 32 |
| Table 3 showing age group of respondents..... | 33 |
| Table 4 showing the work-experience of respondents..... | 35 |
| Table 5 showing the education-level of respondent..... | 36 |
| Table 6 showing the position of respondents..... | 37 |
| Table 7 showing the statistics of the responses..... | 39 |
| Table 8 showing the responses whether the companies carry out trade selling or no..... | 40 |
| Table 9 showing the responses whether the companies carry out retail selling or no | 43 |
| Table 8 showing the responses whether the companies carry out trade selling or no..... | 46 |

LIST OF FIGURES

| | |
|--|----|
| Figure 1 showing the relationship between personal selling and sales performance | 10 |
| Figure 2 a pie chart showing gender of the respondents..... | 32 |
| Figure 3 a pie chart showing the age group of respondents..... | 34 |
| Figure 4 a pie chart showing work experience of the respondents..... | 35 |
| Figure 5 a bar graph showing the position of respondents..... | 38 |

LIST OF ABBREVIATIONS

| | |
|--------|---|
| AIDA | Attention, Interest, Desire, Action |
| M-Kopa | Mobile Kopa |
| SPSS | Statistical Package for the Social Sciences |

ABSTRACT

This research investigates the contribution of personal selling on the sales performance of business enterprises. Using data gathered within different companies that is M-Kopa and Green world Masaka branches in Masaka municipality. The study was guided by the following objectives;

To find out the contribution of trade selling, retail selling and door-to-door selling on the sales performance of business enterprises.

The researcher used literature from different sources relating to the study in form of text books, newspaper, journals, internet, and reports from study companies among other source of information. The population of the study was the sales management and sales person of M-Kopa and Green World Companies in Masaka Municipality at their office.

Data was collected using questionnaires, collected from two sources; primary and secondary source using a simple size of 36 respondents.

Research revealed that different forms of personal selling were used because of the various contributions associated with them. However, also was found out that the different forms of personal selling are associated with a number of challenges to the companies when using them.

The study concluded that personal selling persuade and induced customers to consume M-Kopa and Green World products on the market although there are other factors that must also be considered apart from personal selling. These included; good customer care, good service delivery, advertising and wide network coverage.

CHAPTER ONE

GENERAL INTRODUCTION

1.0 Introduction

This study is focused on the contribution of personal selling on sales performance of business enterprises (M-Kopa and Green world). The researcher's interest for this study was prompted due to the fact that personal selling is a set of promotion mix which is one of the 4ps in the marketing mix i.e. product, price, place and promotion. Personal selling is a unique element of marketing communication unlike advertising and sales promotion which main focus is to create awareness about the existence of product or services and provide information as to the features of product.

This chapter provides the basis for the study by providing the background and the problem to be investigated, Objectives, research question to be answered, scope, justification and significance of the study, conceptualization of the variables, definition of the key words and the conclusion.

1.1 Background of the study

1.1.1 Historical background

According to Esu, B.B. (2012), the need for sales people was enhanced by the industrial revolution and modern personal selling got its start during the first part of the 20th century.

The hallmark of every business is to identify, anticipate and satisfy customers need, maximize profit, possess competitive advantage and remain relevant in the marketplace. This can only be achieved through the adoption of personal selling as a promotion mix strategy. Personal selling plays virtual role in creating direct contacts and interactions between customers and sellers/producers as well as enhances productivity of business.

According to Ebitu. (2002) personal selling is common feature of most companies in marketing their product and services. Goods that are new, technically complex or expensive require more of personal selling than any form of promotion mix. Personal selling is an effective tool at certain stage of the buying process, particularly in building up buyer preferences, conviction and actions.

According to Kotler and Armstrong (2010) the need for personal selling activities has increase because of stiff competition, widening of market, changes in tastes of customers and technology, increasing customer relationship and sales volume of the firm.

Although, taking decisions on sales are the most difficult tasks facing many business executives. This is because it is difficult to predict, estimate or determine with accuracy, potential customers demands as they are uncontrollable factors external to organization. Therefore the importance of sales in business's survival is because of the connection between customers and sales.

Green World Company is a multi-billion company which grows, manufactures and distributes herbal nutritional supplements herbal medicines that helps the body to heal itself through an optimum Health circle. They deal with the root causes of diseases as they detox/clean the body and enhance the function of internal body organs such as the liver, kidneys, and lungs among others. Dr. Deming Lee, a Chinese American medical doctor, scholar and researcher founded the company in 1994 with aim of improving the health and lifestyles of people all over the world. The company uses the word of mouth advertising and marketing or network marketing to grow the business.

M-Kopa M = mobile, 'kopa' is Swahili word for 'borrowed' is a Kenyan solar energy company that was founded in 2011 by Nick Hughes, Chad Larson, and Jesse Moore. M-Kopa deals in selling solar energy and plans to be a \$1 billion company by selling solar

panels to rural residents and providing them with credit. It uses personal selling as they marketing of their product to reach the places which are deep in the village.

M-Kopa Solar Limited is the global leader of “pay-as-you-go” energy for off-grid customers. Since its commercial launch in October 2012 M-Kopa has connected more than 600,000 homes in Kenya, Tanzania and Uganda to solar power, and is now adding over 500 new homes each day.

1.1.2 Theoretical background

According to Kokemuller (2007) he explain the theories to which help sellers to understand better the role they play in selling to customers. One of the foundational need theories in psychology is Maslow's Hierarchy of Needs (Maslow, 1943). Maslow introduced his five levels of human need. He indicated that people have five basic needs, which they address in order of priority. Physiological needs come first, followed by safety and security, social belonging, self-esteem and self-actualization. This theory has huge value in selling whereby salesperson gets to know prospects and ask questions to discover their needs in a buying situation. Realizing where people are coming from on the Maslow pyramid is a part of a seller's emotional intelligence.

According to Sheldon, (2009) come up with AIDA theory of selling and the study will be based on this theory. AIDA is an acronym used in selling that describes a common list of events that may occur when a customer is engaged by a salesperson. This theory advances four main steps namely grabbing the customer's Attention or awareness, igniting interest by focusing on and demonstrating advantages and benefits, creating desire by convincing customers that they want and desire the product or service and that it will satisfy their needs, and inspire action by leading customers towards taking action and/or purchasing.

1.1.3 Conceptual background

According to Kotler and Armstrong, (2010) Personal selling has long been recognized as the oldest and probably the most vital component of the promotion mix. The people who do the selling go by many names: sales person/sales force, sales representative, district managers, account executives, sales consultants, sales engineers, agents and account development representatives among others. Personal selling is the personal presentation by the firm's sales force for the purpose of making sales and builds customer relationship.

According to Donaldson (1995) the contribution of personal selling on the sales performance of a business organization cannot be underestimated. Personal selling is more the personal contact with one or more purchase for the purpose of making a sale. It is more persuasive among the marketing communication mix element. Its task is to consolidate existing customers, to preserve and expand the volume of business customers these customers do and maintain inertia in the buyer-seller exchange relationship.

According to Doyle and Stern, (2006) Personal selling serves as a communication bridge between the company and the target audience. It is effective because it permits a direct two-way communication between buyer and seller. This gives the company (Green World and M-Kopa) a much greater opportunities to investigate the need of their customers and greater flexibility in adjusting their offers and presentation to meet these needs.

It is been said that personal selling is very expensive to embark upon by company but it is also important for companies to view its role and usefulness in their operation.

According to Bubnjevic (2011), a cordial seller-buyer relationship enhances sales. Sales performance is the profit of a company gets in activities over a period of time. Knowing customers' needs and providing same would create customer value and company's profitability. Personal selling as a two way communication process creates direct face to face

contact between sellers and buyers, as well as facilitate quick customer response. Personal selling to a large extent directly increases the sales volume of a company.

1.1.4 Contextual background

According to Kotler (1984) Personal selling is where salesperson are recognize as the boundary spanners and are expected to be relationship manager. Today's salesperson is constrained to do more in less time, and technological advancements have become an integral part of the personal selling and sales management process.

The researcher therefore focuses on the contribution of personal selling on the sales performance of a company because she want to come up with reasons why most company today still using personal selling as their marketing tools.

1.2 Problem statement

According to Esu, B.B. (2012), Personal selling is the process of communicating with a potential buyer or buyers face- to –face with purpose of selling a product or service. Personal selling is more likely to be effective with certain types of products or service; it has important applications for nearly all kinds of small business.

According to Kotler and Armstrong, (2010) stated that despite the contribution of personal selling to different companies; critics still fail to recognize it as a marketing strategy to reckon with. They tend to lay much emphasis on variables such as advertising, publicity, sales promotion among others. They believe that personal selling is expensive and does not bring quick response to product offering and increase sales. However sales representative of a company fail to persuade prospective customers to buy and do not provide the necessary information's that can motivate potential buyers to buy products that can benefit to them.

According to Jobber (2010) Sales person and company fail to understand the fact that personal selling apart from inducing, gathering market information also help customers to know the features of the product, their price, important and how such product can be used.

Additionally, Jobber also observed that this problem is worsened by the fact that some of the sales persons are half back and lack the ability to express their sales properly not only that, it was observed that most sales persons lack the ability to possessing self confidence. Also observed that the sales people are not good listeners. The sales people do not allow the customers to talk with them.

In spite all the above attributes of personal selling there is the need to determine the contribution of personal selling on the sales performance of a company because if it is not there, the effect of low sales performance can flow down to many business enterprises and eventually negatively affect Uganda's economy.

1.3 Objectives of study

1.3.1 General objective

The purpose of this is to examine the contribution of personal selling on sales performance of business enterprises in Masaka Municipality found in Masaka District.

1.3.2 Specific objective

- To find out the contribution of trade selling to the sales performance of business enterprises.
- To find out the contribution of retail selling to the sales performance of business enterprises.
- To find out the contribution of door-to-door personal selling to the sales performance of business enterprises.

1.4 Research questions

1. What are the contributions of trade selling to the sales performance of business enterprises?
2. What are the contributions of retail selling to the sales performance of business enterprises?
3. What are the contributions of door-to-door personal selling to the sales performance of business enterprises?

1.5 Scope of Study

1.5.1 Geographical scope

The research is carried out in Green World Company & M-Kopa Company Masaka branches in which Green World is found on Muto complex building in Masaka Municipality in Masaka district while M-Kopa is found on Ssentongo Building along Edward Avenue road. The researcher used M-Kopa and Green World because these companies mostly use personal selling as their marketing tool more than other tools such as advertizing, sales promotion mention but few. Masaka Municipality found in central region of Uganda, 127km from Kampala.

1.5.2 Content scope

This research work is limited to the contribution of personal selling on the sales performance of M-Kopa and Green World in Masaka Municipality. It explain contribution and challenges of different types of personal selling such as trade selling, door-to-door selling and retail selling on sales performance. Its finding creates awareness and enlightenment towards the usage of personal selling by companies to enable them enhances their productivity. The

researcher interested in those three forms of personal selling because the case study mostly uses those three forms which helped the research to get information from the salesperson and sales department.

1.5.3 Time scope

The study is carried out using period from 2013 to 2018 with purpose of examining the trend of sales performance of Green World & M-Kopa Companies in Masaka Municipality in Masaka district. This is because researcher used secondary data sources for that period.

1.6 Significance of the study

The research will help companies know more about the most important tools as used in personal selling in today's competition amidst various technological advances.

It is of great importance to me as researcher because it might enrich knowledge and skills of doing research and the market field which involves personal selling.

Research will help the company under the study to adjust its personal selling strategies basing on Ugandans market environment and understand how personal selling can help in improving sales performance and how it can have a positive effect on their company as a whole through increasing sales volume.

The study will be used for future reference by other researchers in the same field who may refer to it in case it is properly done using it as literature to help them.

The study will be important to management of companies in the solar energy industry. Of significant importance to the sales managers who will be informed about the contribution of different types of personal selling are re-evaluate accordingly.

The study will also be important to employees of M-Kopa and Green World Company by providing them facts on the contribution of different types of personal selling in insuring successful market share penetration.

1.7 Justification

Personal selling is an important marketing tool for small businesses, particularly those that sell complex or high-value products and services to other businesses, rather than customers. Companies can undertake personal selling by hiring sales representatives who visit customers or by contacting customers by telephone. Companies selling to customers may find it uneconomical to deal with individual customers, unless they are selling face-to-face in a mall, marketing high-value products such as cars or selling products require demonstration, such as smart phone or computers.

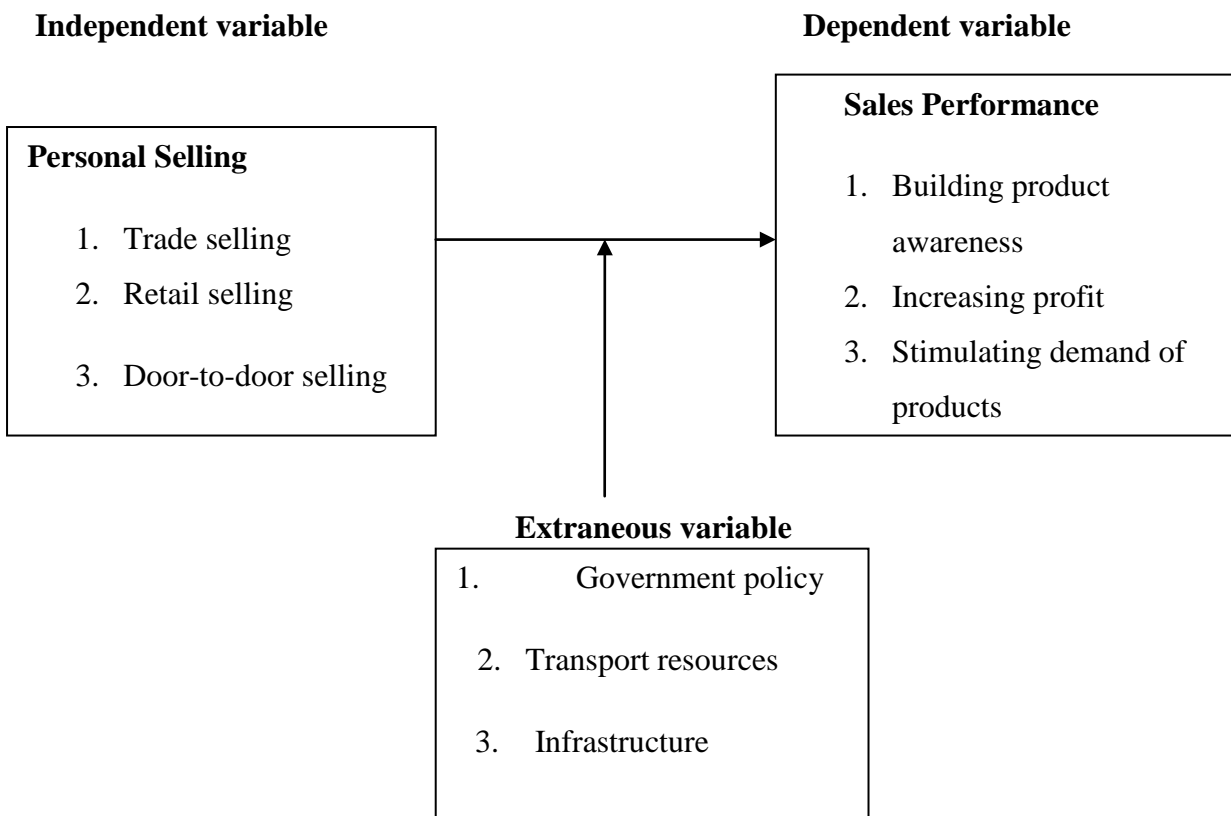
The study is also a part of the university requirement for the award of Bachelors of business administration and management.

A lot of research has been made on personal selling by different researcher's knowledge but the contributions personal selling on sales performance of business enterprises is still missing.

1.8 Conceptual framework

This will show the relationship between personal selling and the sales performance of business enterprises.

Figure 1 showing the relationship between personal selling and sales performance



Source: Designed by Researcher with help of Amin (2005)

If personal selling is done by proper use of different forms of personal selling such as trade selling, retail selling, door-to-door personal selling, and others, it tends to stimulating demand of products which leads to increase in sales and therefore realization of increase profit as it creates awareness of company's products to the customer about new products on the market which thereafter lead to increase demand by customer, increase sales and profit.

However there are other extraneous variables that affect the performance of a company such as government policy, transport resources and infrastructure. This indicates that increase in sales performance also contributed by other factors.

1.9 Conclusion

This chapter focuses on the background of the study, problem statement, scope of study, significance, justification, conceptual framework, limitations on the contributions of personal selling on sales performance of M.KOPA and Green World Masaka Branches.

CHAPTER TWO

LITURATURE REVIEW

2.0 Introduction

This chapter contains the literature related to works of other scholars and writers related to the roles of personal selling on the sales performance of a company. It particularly focuses on the roles of trade selling, roles of retail selling and door-to-door personal selling.

2.1 Trade selling

According to Cateora, P. R and Graham, J. L. (2005) Involves selling the product to the retailers and whole sellers, trade sales persons made regular contact to the whole seller and retailer and received bulk order from them, trade sales personal work either for whole seller or manufactures.

Trade selling is type of personal selling mostly found in consumers products industries, where salesperson first get distributors such as whole seller and retailer who are willing to work with them.

According to Kotler and Armstrong, (2008) Trade selling involves the increase in the volume of the company's sales by providing promotional assistance to the intermediaries. This is useful in a situation when intermediaries are finding it difficult to sell out their stock of a firm's products.

2.1.1 Contributions of trade selling on sales performance of a company.

According to Hartley, W. and Kevin, A. (2004)). The theory of comparative advantage states that companies should specialize in those goods where they have a relatively lower opportunity cost. Even if one company can produce two goods at a lower absolute cost – doesn't mean they should produce everything. Some company, with lower labor costs, may

have a comparative advantage in labor intensive production. Therefore, it would be efficient for those companies to trade their services and goods. But another company can have a comparative advantage in education and video game production. Trade allows company to specialize. More details on how comparative advantage can increase employees welfare.

According to Hartley, W. and Kevin, A. (2004) new trade theory places less emphasis on comparative advantage and relative input costs. New trade theory states that in the real world, a driving factor behind the trade is giving consumers greater choice of differentiated products. Customers can decide to buy product, not because it is the cheapest but because of the quality and brand image.

According to Geiger,Susi and Darach T. (2006) Trade plays a role in the improvement of quality, labor and environmental standards through increased competition and the exchange of best practices between trade partners, building capacity in industry and product standards. Through its Aid for Trade, the EU has helped South Asian countries like Bangladesh and Sri Lanka benefit from the improvement of quality standards for textiles and other exports. Over the last decade Bangladesh has increased its sales by more than 80%.

According to Geiger,Susi and Darach T. (2006)Trade strengthens ties between companies by bringing people together in peaceful and mutually beneficial exchanges and as such contributes to peace and stability. This intuitive company is confirmed by evidence. A study undertaken by the Centre for Economic Policy Research on empirical data showed that the probability of disputes escalating to conflict is lower for companies that trade more because of the opportunity cost associated with the loss of trade gains.

According to Griffith, and David A. (2007) it widens the extent of market. Every company makes an attempt to produce different goods in large quantity. This induces production on

large scale and thereby generates economies of scale. Since the market expand the company's sales will also be increased.

2.1.2 Challenges of trade selling on sales performance of a company.

Chartres.J.A. (2011) Due to long distance between different companies, it is difficult to establish quick and close trade contacts between traders. Buyers and sellers rarely meet one another and personal contact is rarely possible. There is a great time lag between placement of order and receipt of goods from one company to another. Distance creates higher costs of transportation and greater risks because some of product can be damaged during process of transportation.

Chartres.J.A. (2011) Different languages are spoken and written in different areas. Price lists and catalogues are prepared according to the languages where the company is located. Advertisements and correspondence also are to be done using location's languages. A trader wishing to buy or sell goods from another company must know the language or employ somebody who knows that language.

According to Hartley, W. and Kevin, A. (2004) trade selling involves much greater risk than other marketing tools. Goods have to be transported over long distances and they are transported using road transport yet some roads are poor hence leading to some product to be damaged and this can be result into increasing cost of goods.

According to Hartley, W. and Kevin, A. (2004) it is difficult to anticipate changes in demand and supply conditions. Prices in markets may change frequently. Such changes are due to entry of new competitors, changes in buyers' preferences, changes in inflation and changes in tax rates, fluctuations in exchange rates, etc.

According to Geiger, Susi and Darach T. (2006) Traders who want to sell goods with known companies have to face severe competition from different companies. Considerable market research is necessary to ensure suitability of product in the markets. Trader need to induce or persuade the customers so that they do not change their mind to swatch on another company.

2.2 Retail selling

Booth, S, Hammer, K. (2009), the product and consumers through retail store or outdoor visit in outdoor salespersons work at the store and they deal with the customers visiting the sorters and outdoor salespersons visit the potential customers in their home or offices and persuade them to buy the product. Retail refers to the activity of reselling. A retailer is any person or organization is a reseller who sells goods or services directly to consumers or end-users

Retail selling is important for any salesperson; it is a platform for growth in the sales.

2.2.1 Contributions of retail selling on sales performance of a company

According to Mark, P. (2004) retail selling assistant deals with customers, answering queries, selling goods, handling payments and making sure that they persuade customer to buy product by offering them assistance.

Mark, P. also mention that, retail salesperson advises customers by providing information on products relating to the price of product, how to use the product the feature of product, the danger of product and how long it can last without losing its value. This done to make customer to use product in correct way to avoid any problem may arise from poor use of product.

According to Kotler (2006) Retail salesperson helps customer make selections by building customer confidence, offering suggestions and opinion. This is because customer are free to

ask any question about the product so that he or she buy according to the information received from seller, consumer think that everything seller speaks is the truth about the product thus leading to the consumer to purchase such product.

Kotler also mention that, retail salesperson keep documents for sales by creating or updating customer profile records. When retail salesperson sells any product he or she record it down because at the end of the week they have to evaluate how much he or she sells and send that report to the sales manager to determine how company make their sales whether there is increase or decrease in sales performance.

According to Ebitu, (2002), Retail salesperson processes payments by totaling purchases, processing checks, cash and store or other credit cards. Open and close cash registers, performing tasks such as counting money, separating charge slips, coupons, and vouchers, balancing cash drawers, and making deposits.

According to Udeagha, (1999) Retail salesperson keeps clientele informed by notifying them of preferred customer sales and future merchandise of interest. Maintain knowledge of current sales and promotions, policies regarding payment and exchanges, and security practices.

2.2.2 Challenges of retail selling on sales performance of a company.

According to Etzel,etal (2010) Natural and man-made disasters often deal death-blows to companies, such as floods or fires. While it's difficult to avoid such disasters, company management can ensure the business carries adequate disaster insurance and a plan is in place for emergency scenarios. This is because retail store can catch with fair hence leading to breakdown of the company.

According to Geiger, Susi and Darach T. (2006) In business, finances are often a paradox — it takes money to make money. While some companies are able to start-up with little capital, they often reach a point where they need additional financing to continue operations. Without those funds available, they are unable to meet their day-to-day expenses. The business has to secure access to capital before the company needs it, is often the difference between success and insolvency.

According to Griffith, and David A. (2007) Sales, of course, are the lifeline of any business and without it, the business soon flounders. Some causes of poor sales, such as disasters are out of the hands of company leadership. However, many reasons for poor sales can be directly traced to management. For instance, if changes in customer preferences and the market in general are ignored, sales will suffer. While there is no way to guarantee sales, managers can be proactive and responsive to sales trends.

Booth, S, Hammer, K. (2009) the economy is cyclical, which means it periodically goes through low times. Retailers who are unprepared for those times of economic recession are often caught off-guard financially. While the economy isn't something an individual company can change, business owners can prepare for those difficult times through scenario training and sales planning.

According to Brassington, F. and Pettitti, S. (2006) Overexpansion is similar to the issue of excessive overhead. While it may make sense because too quickly can often bankrupt a business. Supply problems, logistic challenges, staffing issues, and financing concerns are potential obstacles in expanding. Without adequate preparation and strategy, the attempt to capture more of the market can quickly turn into a matter of survival.

According to Etzel,etal (2010) Customer problems can range from your primary buyer being unhappy with your products (customer service issues) to customers going out of business without paying for a major shipment first. Like fraud and disasters, companies don't have much control over their customers. Preventive planning is the key. Maintaining clear lines of communication, reviewing customer profiles, and being quick to address customer concerns are all excellent ways to keep a minor problem from turning into a major disaster.

According to Brassington, F. and Pettitti, S. (2006), Fraud by customers, employees, vendors, or partners is an unfortunate part of any industry. While there is a degree of due diligence a wholesaler can perform, no one is able to avoid fraud altogether. Similar to disaster planning, the best course of action is to have adequate insurance as well as policies (such as a check and balance system) in place to avoid fraud and be ready to address it when it happens.

2.3 Door to door personal selling

According to Green, F. (2000) Identifying customers and by walking in different geographical regions and selling goods to them is called door-to-door personal selling. Customers should be sought reaching several market segments. Such sellers should be clever, smiling and smart and be able to establish relation with people. Besides, the seller should be able to make feel necessity of the goods, propagate new product and create demand of the goods. The customers should be able to get information about the quality, features, price, utility benefits and procure purchase order and make arrangement for sale of goods. As such seller can have direct communication and contact with customers, any problem arisen should be promptly solved.

According to Baldauf, A, Cravens, D(2002), Door-to-door personal selling is a canvassing technique that is generally used for sales, marketing, advertising or campaigning in which person walk from the door of one house to another, trying to sell product.

2.3.1 The Contributions of door to door personal selling on sales performance of a company

According to Baldauf, A, Cravens, D(2002), Door-to-door salesperson travel to different neighborhoods and suburbs going door-to-door with the goal of selling merchandise or services such as life insurance, herbal medicine, solar panels and battery, vacuum cleaners or magazine subscriptions to the potential customers who interest on the products.

Baldauf, A, Cravens, also mention that, Door-to-door sales person keep detailed records on sales activity for future reference to determine whether the company's sales are increasing or decreasing in long run because company with low sales means that their profit will also be low thus company experience loses therefore door-to-door salesperson has to work hand in hand to increase company's sales.

According to Ebitu, (2002), Door-to-door salesperson plans to daily sales call routes and customers visits. Convince client to purchase product using a script or persuasive technique by telling the customer how product is perfect from other and advise them to try it and see the changes they receive from that they experienced before.

According to Green, F. (2000) Door-to-door salesperson review target customer telecommunication services to uncover potential sales opportunity. As company set up they build strong relationship with target market according to gender, age and geographical area needs, in this case the seller try to contact with existing customer to find out who need their product so that the company can make their sales.

Baldauf, A, Cravens, D (2002), continue that door-to-door salesperson achieve and exceed assigned sales goals through performing a certain number of door to door visits each day.

They convince customer to purchase product through persuasive technique to make them agree that product can work better according to the need customer have to use that product.

According to Kokemuller, N. (2007) Door-to-door sales person suggest appropriate professional sales and service to home owners on the basis of analysis. Skills and knowledge of personal selling come out when sales person need to increase on the sales performance of company whereby they have to give customer chance to talk to them and answer their questions kindly and professional without use of temper, presidency and other immoral behavior.

Additionally, Kokemuller, N. (2007) mentioned that door-to-door salesperson record customer's details, product specifications and other sales paperwork. When they are in field they record all customer who is in need of their product and what kind of product he or she need by recording client's name, contact, where he or she live so that when time reach to which customer need the product the delivery man can easy know where that customer live.

2.3.2 Challenges of door-to-door selling on sales performance of a company.

According to Etzel,etal (2010) Door to door salesperson need experience honestly, this is a bit of a false crutch & excuse. If you have the right drive and make-up, you can succeed with zero previous sales experience. I've seen it happen countless times. Of course, a raw, inexperienced new sales professional can't succeed without the proper support, training and management to help them accelerate through the learning curve.

According to Brassington, F. and Pettitti, S. (2006) poor planning, if you come to work every morning waiting for the good leads, you're going to fail. If you're waiting for the phone to ring, reacting to what comes into your email inbox, that's not exactly a recipe for success. And yet, many salespeople work without a plan – reactively and opportunistically going

through the month or quarter without a strategy. Just because you have a plan, doesn't mean you'll always follow it.

According to Saleemi, N.A. (2009) Sales is incredibly difficult. Oftentimes, it's not even fun. The daily grind, the never-ending activities required to get through the "no" answers and find the ready-to-buy prospects, that not only takes a ton of work but requires daily discipline to stay focused and actively on the path to success. Look at the most successful reps and you'll find men and women who get up early, power through their calls, and do what it takes – every day – to make their number.

According to Anderson, Rolph E. and Alan J Dubinsky (2004), no training this is more than just product training, which is critical. Every representative should know the details of their product or service, but that's table stakes. They also need to understand the market, into which they're selling, as well as who their target prospect is – what they care about, what their problems are, and what they're trying to achieve independent of your product or service. And this training needs to happen far more often than the annual sales kick-off meeting too. For world-class sales enterprises, training and reinforcement is a regular, ongoing habit.

According to Saleemi, N.A. (2009) some of salesperson has no leads where many sales professionals find a perfect excuse for why they're not hitting the number. In some sales enterprises, reps are given leads for follow-up. Some leads are qualified, some are not. But even when reps aren't handed leads, they're responsible for finding their own. Yes, this can be a pain-staking, inefficient process. Yes, this can directly impact an individual reps ability to close more business. But you have two choices when face with no leads – get some yourself, or go somewhere else.

Saleemi, N.A. (2009) also mentioned that gone are the days of one-sided selling (if they ever existed in the first place). Gone too are the days when the prospect allowed you to ask them questions to which they already knew the answer. Reps today fail in part because they don't take the time to understand their customer before making an approach. This is far more than just having a solid introduction or insights to break the ice. This is about getting to the root needs your customers has, and differentiating yourself as someone who isn't there just to sell, but to teach and enable the outcomes the prospect needs and/or has envisioned in the first place.

2.4 Conclusion

However, in contrast to the above scholars', personal selling is not the only element that leads to increased sales performance as stressed by the scholars' in the literature review but also other factors. Still many researchers have studied there in their own geographical locations and therefore, there is need for the researcher to find out the real roles of personal selling on the performance of a company case study GREEN WORLD AND M.KOPA in Masaka municipality.

CHAPTER THREE

RESEARCH METHODOLOGY

3.0 Introduction

Researcher focuses on the methodology of the study where she described the research design to be used, the study population, area of the study, sample size and section, sampling technique, methods of data collection, data management and analysis, reliability and validity, ethical consideration, limitations and conclusion.

3.1 Research design

The researcher used descriptive research design where data concerning the relevant personal selling is collected. The data was both quantitative and qualitative, consisting primary data from the respondents in selected companies (Green World and M-Kopa).

According to Kumar (2005) states that descriptive research can assist the researcher in terms of creating data about similar population. Descriptive study tries to illustrate systematically structured instance, phenomenon, problem, data related to living conditions meant for the community or to illustrate attitudes for the same.

According to Kombo and Tromp (2006), state that the major purpose of descriptive research is to describe the state of affairs as it exists. Descriptive research is used to obtain information concerning the current status of the selected companies (Green World and M-Kopa) to describe "what exists" with respect to variables in a situation. It describes data and characteristics about the population being studied. The researcher used it because this study seeks to obtain information on world acclaimed personal selling in the selected companies in Masaka municipality.

3.2 Area of study

The study is carried out in Green World and M.KOPA Companies Masaka branches which found in Masaka municipality in Masaka district. The research conducted from the Green World and M-Kopa offices where Green World found on Muto complex building while M-Kopa is found on Ssentongo Building along Edward Avenue road in Masaka town getting information from the staff and sales management. From Kampala to Masaka Town where the branches found the journey covers 127km.

3.3 Study population

According to Kyabukasa. H. (2013). Population is a group of people, objects or items from which samples are taken for measurement and target population is the total number of subjects or environment of interest to the researcher.

The target population was consists of employees (salesperson) and sale department of M-Kopa and Green world company in Masaka municipality.

Table 1 showing the population size

| Company's Name | Number of respondents |
|----------------|-----------------------|
| M-Kopa | 18 |
| Green World | 22 |
| Total | 40 |

Source: Primary data 2018

3.4 Sample size

According to Daryle W Morgan (1970) the ever increasing demand for research has created a need for an efficient method of determining the sample size needed to be representative of a given population. In the article "Small Sample Techniques," the research division of the National Education Association has published a formula for determining sample size. Regrettably a table has not been available for ready, easy reference which could have been constructed using the following formula.

$$\underline{S = X^2 NP (1 - P)}$$

$$d^2 (N - 1) + X^2 P (1 - P).$$

Where;

S = required sample size.

X^2 = the table value of chi-square for 1 degree of freedom at the desired confidence level

$$X^2 = (3.841).$$

N = the population size.

P = the population proportion.

d = the degree of accuracy expressed as a proportion (.05).

$$\underline{S = 3.841 * 36 * 40(1-40)}$$

$$0.05^2(36-1) + 3.841 * 40(1-40)$$

$$\underline{215710.56}$$

$$5991.8725$$

$$S=36$$

3.5 Sampling techniques

In this study, purposive sampling used

According to Oso and Onen, (2008) Purposive sampling is a sampling a technique in which researcher relies on her own judgment when choosing members of population to participate in the study. In purposive sampling personal judgment needs to be used to choose cases that help answer research questions or achieve research objective.

It is used in order to help locate the respondents with the relevant information that the researcher needs in the study.

3.6 Data collection instruments

The study used both secondary and primary data instruments.

3.6.1 Secondary data instrument, data was based on published sources of information like text books and newspapers, journals and reports from M-Kopa and Green World Company.

3.6.2 Primary data methods

3.6.2.1 Questionnaires

The questionnaires contain a combination of both open ended and close ended type of questions where the respondent has an opportunity to explain their view in details. The use of a semi-structured questionnaire ensures consistency of questions to and answers from the respondents. The response choice was nominal while the closed questions required the respondents to answer either yes (to agree) or no (to disagree). The data was collected from sales representatives and sales managers from M-Kopa and Green World Company in Masaka. Drop and pick methods was also be used to administer the questionnaires and respondents have one-week response period. To increase the rate, follow up calls was used. The reason why researcher choose questionnaire is because she assume that there was no

geographic barriers and there was no pressure for the respondents to complete the questionnaire in a set time.

However questionnaires have some challenges such as respondents can ignore certain questions, respondents can misunderstand questions.

3.7 Data management and analysis

The researcher used both quantitative and qualitative method of analysis, of which the researcher used more of the qualitative method when getting information from respondents, although also used the quantitative method to obtain data from the questionnaires given to the respondents and there after prepare the analysis which involve editing, coding and computer.

According to Holloway. I. and Wheeler, S. (2002) refer to qualitative research as a form of social enquiry that focuses on the way people interpret and make sense of their experience and the world in which they live. Researcher will use the qualitative approach to explore education, gender, experiences and age of the sales person and sales manager.

The data is collected first edited then code numbers assigned to each answer of the question to generate a coding list. The data was analyzed using descriptive statistics such as mean scores, frequencies and measures of dispersion including standard deviation to establish relationship between personal selling and sales performance of M-Kopa and Green World Company. Data was presented using frequency distribution tables and figures and treated statistically through the use of SPSS program in the computer.

3.8 Quality control methods

3.8.1 Reliability

The results to be obtained by primary data analysis will be validated for correctness with the support of two parameters like validity and reliability of the research.

According to Wangusa (2007). Reliability means the extent to which a test, measurement procedure or questionnaire generates common outcomes on repeated trial. Shortly it is the consistency or stability of scores across raters or over time.

Reliability was adopted in this study by ensuring that no question was answered twice by the same respondent and all respondents have to answer the entire question in the questionnaire.

3.8.2 Validity

According to Wangusa (2000) validity is concerned with whether the findings are really correct or are really about what they appear to be about. Questionnaires are referred to always lack validity for many reasons. Several individuals may lie; give responses that are desired and so on. Reliable measurement instruments are free from random error.

According to Myers (2009) validity of measurement denotes the degree to which the scores from the test or instrument measures what it is supposed to measure. Validity is adopted in this study by ensuring that the questions in the questionnaires are relevant to that proposed research objective and literature review. In this case researcher compared the information she got from respondents with the study objective and literature review.

3.8 Ethical considerations

For the research to yield the best results so that purpose, objectives and significance are achieved, the researcher was guided by the following ethical principles.

Confidentiality and anonymity is that researcher keeps the information from particular respondents away from public as most people do not want the provided information to leak the general public.

Nondiscrimination as the researcher avoid any form of bias basing on religion, sex, tribe but allowing any member of the target population an equal chance of being chosen.

Informed consent, researcher obtains information consent from potential research participants. Participants were explained very well the purpose of information provided by them and they understood that they were taking part in research.

Do no harm; minimize the risk of harm to participants. Researcher tried her level best to identify the position where participants can be harm and plan for way how such issue can be reduced.

Avoid using deceptive practices when designing research, researcher avoided to use information which was misleading her because she found out that some of respondents give information that is relevant to the question.

Give participants the right to withdraw from research at any time. Participants were free to stop taking part in research because they reached at certain level where some were busy and they had to take away research part and deal with their work.

3.10 Limitation of the study

The researcher may face some challenges with some respondents most especially the employees because of the very many tasks assigned to them.

Refusal of some respondents to give out information in fear and this was minimizing through the researcher assuring the respondents that the information given may be confidential.

This study was limited itself to two companies (M-Kopa and Green world) only looking for contributions of personal selling on sales performance of a company.

Some the salesperson failed to give out answers insisting that the question was too hard to answer them.

The respondents took a lot of time to answer the question where by research had to wait for them within a week to collect all the questionnaires.

3.11 Conclusion

This chapter covers the foundation of how the research is carried out by giving the research design used in the field, sampling techniques used, methods of data collection, reliability and validity, data management and analysis, ethical consideration and limitations.

CHAPTER FOUR

PRESENTATION, ANALYSIS AND DISCUSSION OF FINDINGS

4.0 Introduction

This chapter describes the analysis of data followed by a discussion of the research findings. The findings relate to the research questions that guided the study. Data were analyzed to identify, describe and explore the contribution of personal selling on the sales performance of business organization. Data were obtained from self-administered questionnaires, completed by 36 respondents (n=36). Structured data collection was aimed at determining:

- i. The contributions and challenges of trade selling on sales performance of business enterprises.
- ii. The contributions and challenges of retail selling on sales performance of business enterprises.
- iii. The contributions and challenges of door to door selling on sales performance of business enterprises.

The methods of data collection and data analysis have been discussed in chapter three.

4.1 Methods of data analysis and presentation of data

Descriptive statistical analysis was used to identify frequencies, percentages, mean scores, and measures of dispersion including standard deviation for the answers in part A of the questionnaires. Not all respondents answer the entire questions therefore some of the questions in questionnaires left, insisting that they don't know why company (Green World) does not carry out trade selling.

4.2 Findings on the back ground of respondents

This section presented the back ground information of respondents who participated in the research study. The information contained in this category included gender, age, working experience and level of education of respondents of M-Kopa and Green World Masaka branch.

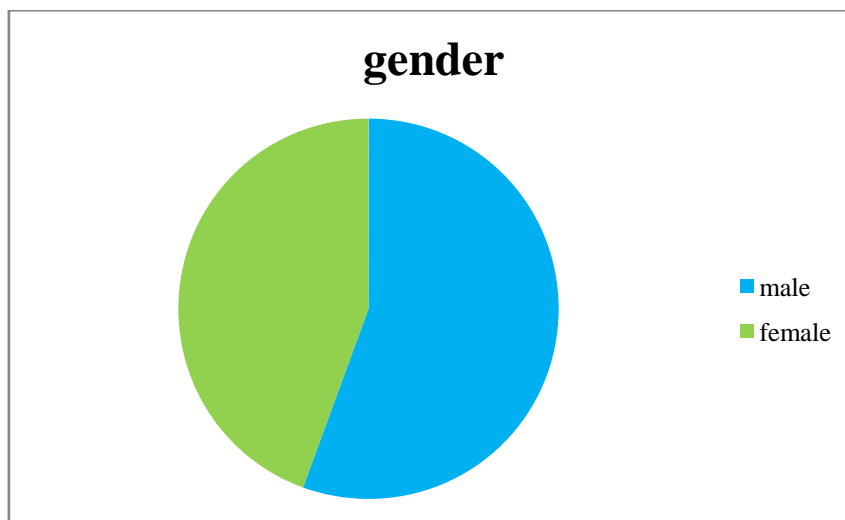
4.2.1 Gender of respondents.

Table 2 Showing gender of respondents

| Gender | Frequency | Percent | Valid Percent | Cumulative Percent |
|--------|-----------|---------|---------------|--------------------|
| female | 16 | 44.4 | 44.4 | 44.4 |
| male | 20 | 55.6 | 55.6 | 100.0 |
| Total | 36 | 100.0 | 100.0 | |

Source: Primary data 2018

Figure 2 a pie chart showing gender of the respondents.



Source: Primary data 2018

Table2 above and figure 2 indicate the responses for gender, respondents were asked to indicate their gender by placing circle on the best alternative to the relevant option provided (male or female). All 36 respondents (100%) responded and the majority of them were male. Of the respondents 20, (55.6% response rate) were male and 16, (44.4% response rate) were female. Therefore it might be concluded that the males participate more in personal selling because personal selling is more likely to be door to door selling yet males can walk from different geographical areas than female thus increasing sales performance.

According to Benner and Wrubel, (2010). Historically salesperson has been a female dominated profession although more male are joining this profession in current trends.

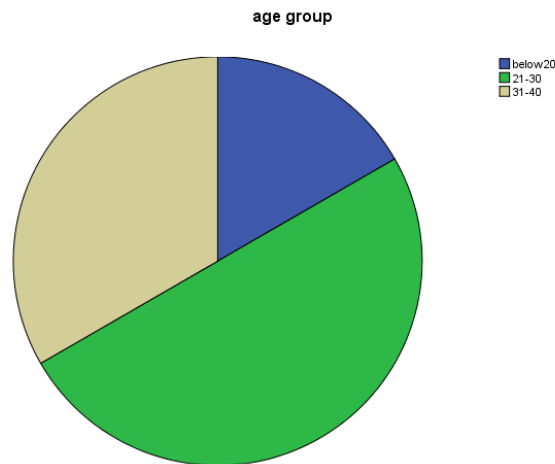
4.2.2 Age of respondents

Table 3 showing age group of respondents

| Age group | Frequency | Percent | Valid Percent | Cumulative Percent |
|-----------|-----------|---------|---------------|--------------------|
| below20 | 6 | 16.7 | 16.7 | 16.7 |
| 20-29 | 18 | 50.0 | 50.0 | 66.7 |
| 30-39 | 12 | 33.3 | 33.3 | 100.0 |
| Total | 36 | 100.0 | 100.0 | |

Source: Primary data 2018

Figure 3 a pie chart showing the age group of respondents



Source: Primary data 2018

Table3 above and figure3 showing the responses for age group, where the highest percentage was for those in age bracket of 20-29. Respondents were asked to circle the age category appropriate to them. All the respondents responded to the question (36 responses (100%). 16.7% of the respondents were below 20 years age category (6 responses) and 50% of the respondents were in the 20- 29years (18 responses) 33.3% of the respondents were in the 30- 39 years (12 responses). From the findings, the researcher concluded that the age of people has contributed a lot on the sales performance of M-Kopa and Green World companies' masaka branch and this is seen in terms of motivation, commitment, and flexibility. People with age 20 - 29 are found of being committed, motivated and flexible according to the work than those below 20 years and those above 30years. The reason for this is that people who are above 30 years have more savings on which to depend on and they do not want to do jobs which need them to go from different place because most of them are married they need time to care about their families. Therefore, this indicates that people of 21-30 years increase the sales performance of M-Kopa and Green World Company Masaka branch. (Dave Kurlan 2017) said that customers want a less mature, more energetic, and fit sales person.

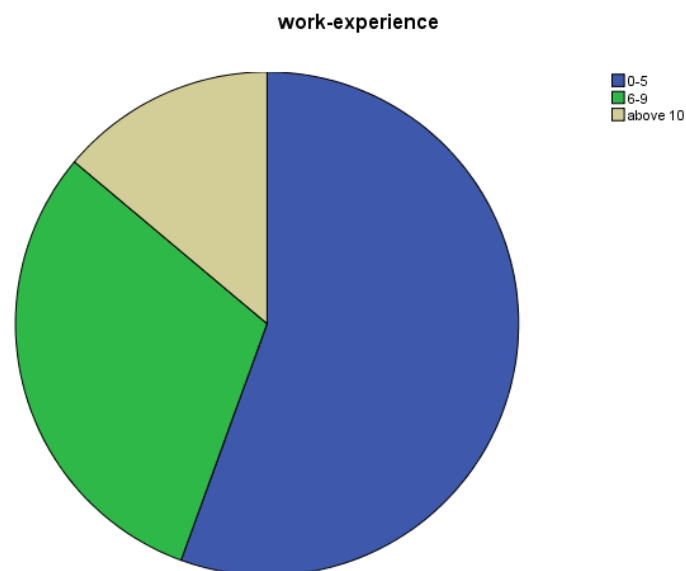
4.2.3 Work experience

Table 4 showing the work-experience of respondents

| Work experience | Frequency | Percent | Valid Percent | Cumulative Percent |
|-----------------|-----------|---------|---------------|--------------------|
| 0-5 | 20 | 55.6 | 55.6 | 55.6 |
| 6-9 | 11 | 30.6 | 30.6 | 86.1 |
| above 10 | 5 | 13.9 | 13.9 | 100.0 |
| Total | 36 | 100.0 | 100.0 | |

Source: Primary data 2018

Figure 4 a pie chart showing work experience of the respondents.



Source: Primary data 2018

Table4 and figure4 above indicate the responses for work experience, Length of sales experience was also tabulated and respondents were asked to circle the relevant option provided. Again a 100% response rate was achieved (36 responses). twenty respondents (20 responses with 55.6% response rate) of the 36 respondents reported 0-5 years of sales experience, ten respondents (11 responses with 30.5% response rate) reported 6-9 years of sales experience and four respondents (5 responses with 13.9% response rate) reported 10 years and above of sales experience. The researcher concluded that an increase exposure to sales related experience was related to a more positive attitude toward the customer care among workers.

According to Dan, J. (2016) mentioned that currently sales experience is worth 53% of the buyer's likelihood to be a loyal customer.

4.2.4 Education level

Table 5 showing the education-level of respondent

| Education level | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-----------------|---------|-----------|---------|---------------|--------------------|
| | degree | 16 | 44.4 | 44.4 | 44.4 |
| | diploma | 9 | 25.0 | 25.0 | 69.4 |
| | A level | 7 | 19.4 | 19.4 | 88.9 |
| | Masters | 4 | 11.1 | 11.1 | 100.0 |
| | Total | 36 | 100.0 | 100.0 | |

Source: Primary data 2018

Table5 above showing the responses for level of education, It was found out that most of the respondents had degrees with 44.4% (16 responses), those who had completed diplomas had

25% (9 responses), those who had finished A level had 19.5% (7 responses) and lastly those who had masters had 11.1% (4 responses). Therefore it meant that most of the respondents who participated in the study were degree holders.

The findings indicated a positive contribution in that those graduates might have the required knowledge to establish beneficial programs which might aid increase in sales performance of company.

Nikhade et.al (2013) who assumed that education positively influences the selling behavior of the salespersons.

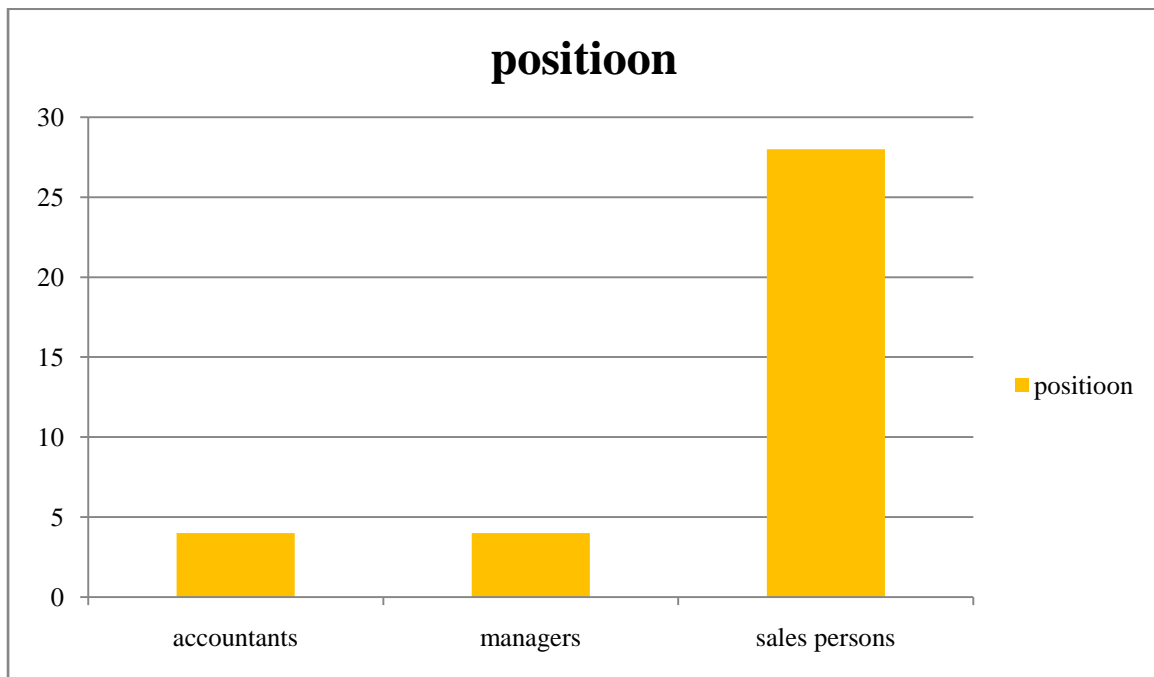
4.2.5 Position of respondent

Table 6 showing the position of respondents

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------------|-----------|---------|---------------|--------------------|
| accountant | 4 | 11.1 | 11.1 | 11.1 |
| managers | 4 | 11.1 | 11.1 | 22.2 |
| salesperson | 28 | 77.8 | 77.8 | 100.0 |
| Total | 36 | 100.0 | 100.0 | |

Source: Primary data 2018

Figure 5 a bar graph showing the position of respondents



Source: Primary data

Table 6 above and Figure 5 indicate the responses for position. Respondents were asked to write their position in business whereby 4 respondents reported as accountant (11.1% response rate), 4 respondents reported as sales manager (11.1% response rate), and 26 respondents reported as sales person (77.8% response rate). This is because the research questionnaires were filled by sales department and finance department in both companies (M-Kopa and Green World). The researcher found out that sales department and finance department are the one with correct information regarding sales performance of a company than other employees.

4.3 Statistics of the responses

The table7 below showing the mean and standard deviation of all responses for general information including gender, age group, work experience, education level and position for the respondents from M-Kopa and Green World companies Masaka branch.

Table 7 showing the statistics of the responses

| statistics | gender | age group | work- experience | education- level | position |
|----------------|--------|-----------|---------------------|---------------------|----------|
| Numb Er | 36 | 36 | 36 | 36 | 36 |
| Missing | 0 | 0 | 0 | 0 | 0 |
| Mean | 1.56 | 2.17 | 1.58 | 1.97 | 2.67 |
| Std. Deviation | .504 | .697 | .732 | 1.055 | .676 |

Source: Primary data

4.4 Major products offered for sale.

The respondents from M-kopa company masaka branch mentioned that there are seven product they deal with and all have connection with solar. The products included M-kopa 5 Control Unit with Lithium Battery, 8w solar panel, 4 bright, 1.2w LED Bulbs, Rechargeable Torch, Rechargeable FM/USB Radio, 5-in-1 phone charge cable, and custom Charge cable.

While the respondents from Green world company masaka branch reported that they have product which is natural because for them they deal in herbal medicine like silver Eva spray,

vig power capsules, chitosan, cordyceps plus capsules, Ginseng Rhs capsules, a power capsule, meal cellulose and pine pollen tea.

4.5 other factors that contributed to increased sales performance other than personal selling

The finding revealed that M-Kopa and Green World companies does not only use personal selling to increase their sales performance but also use other ways like advertising where they advertise their product through different form of advertising next good customer care where they take their customers as their boss then good service delivery, improved infrastructure, availability of transport resources, stable government policy and wide network coverage this is because they have different branches in many counties.

“Customer is our boss, we treat him or her with extra care so that he or she become our loyal customer,” “we have many branches in different countries and our head quarter found in Kenya” (sales manager M-Kopa Masaka branch).

4.6 Does your company carry out trade selling?

Table 8 showing the responses whether the companies carry out trade selling or no

| Responses | Frequency | Percentages |
|-----------|-----------|-------------|
| Yes | 16 | 44.4 |
| No | 20 | 55.6 |
| Total | 36 | 100 |

Source: primary data 2018

The table8 above represents the number of respondents who use and do not use trade selling. The findings showed that 44.4% of the respondents use trade selling with responses of 16 and this participants comes from M-Kopa Masaka branch while 55.6% do not use it that is 20

responses from Green World insisting that their product can only be sold to the person who is going to use it because sometimes they do test before giving the patient medicine to know the exact disease they have to cure.

The information was obtained from salespersons and sales department of M-Kopa and Green World companies and majority of them disagreed that trade selling can increase the sales performance. Therefore, the researcher managed to acquire information on how Green World serves their customers to increase their sales and how M-Kopa deals with other company to sell its product hence improving their sales performance.

4.6.1 Establishing the contributions of trade selling on sales performance of M-Kopa and Green World

According to the research carried out, the findings revealed that trade selling contribute a lot in increasing sales performance of accompany as respondents mentioned below;

The respondents said that in trade selling helps the company to sell in large quantity thus the company makes more money or profit which increased the sales performance of a company.

Other respondents asserted that trade selling has often have long- standing relationships with retailer therefore whole seller and retailer work together to increase the sales of a company provided them with products.

This was sported by Geiger,Susi and Darach T. (2006) who noted that trade selling strengthens ties between companies by bringing people together in peaceful and mutually beneficial exchanges and as such contributes to peace and stability.

Respondents said that trade selling build networks supply to their company since some business located in different places people in that place can purchase from them instead of putting in transport to visit the company branches or manufacturer.

This is in support of Griffith, and David A. (2007) who noted that trade selling widens the extent of market. This induces production on large scale and thereby generates economies of scale. Since the market expand the company's sales will also be increased.

4.6.2 Establishing the challenges of trade selling on sales performance of M-Kopa and Green World

According to the research carried out, the findings revealed that trade selling is not mostly used for companies like Green World who deals in producing herbal medicine because people need to get information about medicine from direct person yet other business cannot be with such information and some medicine need to first take test on the person who is going to use such medicine. While respondents from M-Kopa said that customer need to buy their solar product from person who can help them to wiring that solar thus limiting trade selling and decrease the sales performance.

Some of the respondents said that by use f trade selling people or customers has to pay or face all expenses trader spend during transit of products therefore the price of product from whole seller is higher than from that of company thus limit the sales of company through whole seller.

This is in agreement with Hartley, W. and Kevin, A. (2004) stated that due to anticipate changes in demand and supply conditions such as high inflation rate, high transport cost among others. This may lead to changes in market prices make them to increase the price of product.

Respondents even said that trade selling can change the brand of products inform of massaging whereby seller can give customer different information about the product and customer found out that the reason why he/she purchased that product failed thus convincing

those who would like to buy the same product do to buy it giving reason to them that the product is fake hence deduction in sales performance of a company.

This in agreement with Geiger,Susi and Darach T. (2006) who state that traders who want to sell goods with known companies have to face severe competition from different companies. Trader need to induce or persuade the customers so that they do not change their mind to swatch on another company while in doing this trader end up changing the brand of product so that customer can be interested in buying the products.

4.7 Does your company carry retail selling?

Table 9 showing the responses whether the companies carry out retail selling or no

| Responses | Frequency | Percentages |
|-----------|-----------|-------------|
| Yes | 27 | 75 |
| No | 9 | 25 |
| Total | 36 | 100 |

Source: primary data 2018

The table9 above represents the responses got from respondents indicates whether retail selling contributes on sales performance or not. The findings showed that 75% of the salesperson, sales management and financial department accepted that retail selling have increased their sales. However, 25% of the respondents did not accept.

Therefore, from the findings it was seen that majority of the respondents appreciated the important of retail selling on sales performance and the researcher was able to know the role played by retail representative. This was also supported by accountant from Green World who said that “retail selling played a big role in our company in that it enables us to increase our sales through retailer”

4.7.1 Establishing the contributions of retail selling on sales performance of M-Kopa and Green World.

Still, respondents hinted on the contribution of retail selling as a form of personal selling and come up with the following,

Many sales persons insist that the uses of retail selling customers are free to make decision on what product he or she need without pressure because customers decide to visit retail stores when they know the products they need so they take product for their own willing.

This related to Kotler (2006) who noted that retail salesperson helps customer make selections by building customer confidence, offering suggestions and opinion. This is because customer are free to ask any question about the product so that he or she buy according to the information received from seller, consumer think that everything seller speaks is the truth about the product thus leading to the consumer to purchase such product.

Respondents said that using retail selling lead to expansion of the company since the company supplies many retailers this helps company to increase their sales in different areas to the consumers already in market place or those willing to make purchase with them.

“We use retail selling to expand our business since retail store are in different place instead of start up another branch we use retail stores”.(one of the respondent)

Other respondents said that retail selling make profit and greater control of products brand destiny whereby retailer protects the brand of product in term of giving consumers correct information about product so that consumer takes product and use it correctly.

Respondents even mentioned that retail selling drive more demand for the products through distributors where by every time retailer seems that the product is about to finish they make order for more products thus increase in sales performance of the company.

According to Mark, P. (2004) retail selling assistant deals with customers, answering queries, selling goods, handling payments and making sure that they persuade customer to buy product by offering them assistance thus resulting into increase demand for product from customers.

4.7.2 Establishing the challenges of retail selling on sales performance of M-Kopa and Green World.

Respondents explained that retail selling is very expensive in way that retailer sells use a lot of money in transporting, purchase product from company and all these expenses has to be included on price of products so that the retailer can get all his money he spend and make profit from it.

This emphasized by Anderson, Rolph E. and Alan J Dubinsky (2004) who mentioned it is difficult to financing all the staff and paying all expenses because in doing this can lead to the company become bankrupt.

Other respondents said that it is difficult to solve customers' problem through retail selling because most of retailer have little information about products therefore they face it difficult to answer customers question about products since some manufacturers has no time to give retailer all information necessary for their products.

Additionally, some respondents mentioned that some of retail stores located in scarce area where sales are very low because there are few people who can purchase product from them hence reduce in sales performance of a company.

This supported by one of the respondent who said “long time back we had retail store in Kigangazi village in Bukomansimbi district where we used to supply our product but time came when we see that our products have no market in that place and we decide to close it”

4.8 Does your company carry door to door selling?

Table 10 showing the responses whether the companies carry out door to door selling or

no

| Responses | Frequency | Percentage |
|-----------|-----------|------------|
| Yes | 36 | 100 |
| No | 0 | 0 |
| Total | 36 | 100 |

Source: primary data 2018

All the respondents agreed that door to door selling is used in both Companies to visit different homes and offices looking for potential customer who can purchase their products and those who replace orders from them thus increasing their sales.

This was also supported by some of respondents where one said “door to door selling is most form of personal selling we use to increase our sales by walking from one door to another while improving our sales.”

Therefore, the researcher was able to understand the reason why companies uses door to door selling to reach different areas so that to improve their sales performance.

4.7.1 Establishing the contributions of door to door selling on sales performance of M-Kopa and Green World.

According to the research carried out, the findings revealed that door to door selling was the most used form of personal selling because of the various good associated with it and below are the contributions that relate to it as expressed by the different respondents.

Most respondents said that door to door selling have ability of reaching many consumers most especially those already in market place there by helping the consumer gets products they want without making any movement thus increase in sales performance.

This was emphasized by Felissa lee (2006) who stressed the wide reach and high frequency levels of the door to door selling since they are commonly move from on door to another and visit different offices.

Additionally, some respondents said that door to door selling inducing and persuading customer to buy products, when salesperson talk to customer face to face he make sure that such customer have to purchase or make order for him.

Respondents also said that with using of door to door selling help customer to get goods at free transport costs which lead to increased number of consumer who is in need of products hence increasing sales performance of M-Kopa and Green World companies.

This is in agreement with William(2005)who noted that door to door selling is excellent for reaching all consumers or all market segments; this is because they salesperson can reach different places.

Still respondents mentioned that door to door selling help the sales management to get customer's complaints, this is because during process of selling customer tells the sales person the problem they face in using their product and sales person reports to management so that they can make changes to hit the sales.

4.7.2 Establishing the challenges of door to door selling on sales performance of M-Kopa and Green World

However, although the use of door to door selling as a form of personal selling is paramount, the findings indicated some challenges that prohibit the sales performance of M-Kopa and Green World companies as explained below.

Respondents explained that some people waste a lot of time asking question which is not relevant to the product or medicine they need which lead to the sales person to respond negatively to them hence such person refused to buy because of respond from salesperson.

The findings were in line with Rick Suttle (2018) who noted that a sales representative may spend an hour or more introducing the features and benefits of products.

Respondents even said that door to door selling leads to high cost of transportation. Since the salesperson walk in different areas some areas are far from town hence need a lot of transport to reach in such place so that they can visit their customer.

The findings were in line with Mark (2004) noted that door to door selling associated with high costs in that company spend a lot of money to the salesperson to travel from one place to another.

Still respondents said that during movement some of product can get damage because most of roads in village are very poor with holes therefore some product if it falls to another product can break or damage it.

The respondents from Green World said that some of product affected by the sunshine (it melts) yet so consumers what to first test how it smell and some time they walk during sunny condition that result into lose some products leading to the company to make loss.

Many salespersons insisted that use of door to door selling is not easy because every place has its different languages whereby sometime they reach place and found out the people living there has their own language and they don't know English then they end up fail to make their sales since there is no one can interpret to them.

This is in agreement with Chartres.J.A. (2011).who noted that different languages are spoken and written in different areas. Price lists and catalogues are prepared according to the languages where the company is located. Therefore salespersons to increase their sales must know the language spoken by the client or consumers.

4.8 Establishing the reasons why M-Kopa and Green World uses personal selling as their marketing tool.

The respondents come up with reasons why they use personal selling in their companies than other tool of marketing which includes;

Many salespersons insisted that use of personal selling helps in persuading prospective customers to purchase product since personal selling is the face to face communication (interaction between seller and buyer).

This is in line with Ian Linton (2018) who stated that Sales representatives use their personal selling skills to increase the chances of a successful sale. If customer seems that they don't need the product sales representatives use their powers of persuasion to convince customers that they making the right choice to buy the product.

Other respondents said that personal selling develops customer relationships, salespersons monitor the work for example M-Kopa visit their customer to see whether the solar is working well or if there was problem in wiring.

According to phillip (2016) said to build long-term revenue for future, sales representatives use personal selling skills to develop strong relationships with customers.

Some of respondents mentioned personal selling is two way communications whereby salesmen can provide necessary information to customers about company's offer and also collect information from customer.

Additionally, respondents said that personal selling capture the attention of customers since they visit customers home they take time explaining the value of the products to the consumers so that consumer become interested in the information provided by sales representative and purchase the products.

The finding is in line with Ian Linton (2018) who stated that advertising and publicity are among mass communication tools but they do not carter individual needs. Personal selling focuses on personal problems of customers.

Most of respondents mentioned that personal selling gives immediate feedback from customers. This is because customers and sales representative talk face to face and some of

the customer tests the product when salesmen still a round so that salesman goes with feedback.

This supported by Green, F. (2000) who noted that personal selling is the only market promotion technique that provides an immediate feedback. At the end of visit sales man can easily judge whether the customer is interested or indented to buy.

CHAPTER FIVE

SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

5.0 Introduction

This chapter presents the summaries of the findings of the study, the conclusions, recommendations of the study and further areas for future research. The summary of the findings are in relation to the research objectives and research questions with the aid of questionnaires. The study came up with some main findings on personal selling and sales performance of business enterprises, a case study of M-Kopa and Green World companies.

5.1 Summary of major findings

The study aimed at establishing contribution and challenges of different forms of personal selling like trade selling, retail selling and door to door selling.

The findings revealed that M-Kopa uses all the three forms of personal selling which include trade selling, retail selling and door to door selling which have helped to change customers' perception on the products and services M-Kopa offers thus retaining them as their customers who have in return contributed to increase in sales performance. While Green World only used door to door selling because their product need to first give direction about how it work and most time they first do test on the person need the product.

The study further revealed that M-Kopa and Green World mostly uses door to door selling to communicate personal selling messages of the products and services it offers as they regarded them as being clear and had influence customer learning about the companies' products.

Furthermore, the researcher found out that personal selling contributes to the sales performance of a company given merits associated with different forms like trade selling,

retail selling and door to door selling which intended to inform, persuade and induce the audience to buy products and services.

However, findings indicated that different challenges are encountered when using the different form of personal selling which include long distance, high transport cost among others.

It was also found out that sales performance of M-Kopa and Green World companies depends on many more factors other than personal selling which include, advertising, good customer care, good service delivery and wide network coverage which influenced consumption behavior of the public.

5.2 Conclusions

Kotler and Armstrong (2010) grouped personal selling into several categories and he identified some of function of personal selling namely; awareness, persuading and inducing which are aimed at accelerating the process of communication to create demand by building up repeat sales and improving the market share.

The research revealed the main forms of personal selling used in M-Kopa and Green World companies as being door to door selling and retail selling to communicate the company's product and service.

The study concluded that the above forms of personal selling induce customers to consume M-Kopa and Green world products and services on the market thus increasing the consumption rate and sales performance of the companies in the long run.

It was revealed that increasing sales performance of M-Kopa and Green World is major aspect in the company but there are many challenges that companies faces when using the different forms of personal selling plus competition from other competitors hence leading to maximum observation of the other factors that may bring about increased performance rather than personal selling.

The findings generally concluded that different factors work together towards the sales performance a company. Although personal selling plays great role in the sales performance of companies, it is accompanied by many other factors as reflected from the research findings from the respondents. These include, advertising, good customer care, good service delivery and wide network coverage.

5.3 Recommendations

From the finding discussed in chapter four, the following recommendations would help to improve the level of sales performance in M-Kopa and Green World.

Given the competitive nature of the companies, M-Kopa and Green World need to understand which form of personal selling to use when communicating their products and services to the customers. If should put a lot of emphasis in planning personal selling programs, that is, a good plan should be appropriate, feasible, comprehensive and time bound.

In support, Donaldson (1995) note that; personal selling is an important part in the marketing program, and also further note that through personal selling companies may try to educate customers about its products and services, and persuade them to buy. This keeps customers thinking about the products and services of the company plus what other products and services the company can offer to the public.

The company should set personal selling goals and strategies. They must begin with an examination of goals and other project to explore alternative strategies by which the goals may be achieved. M-Kopa and Green world should ensure to carryout evaluations and control of personal selling and make adjustment where possible.

5.4 Suggestions for future research.

This study was only limited to the contributions of personal selling on the sales performance of a company however in respect to solar energy companies and herbal medicine companies, future research should be carried on the following;

Research to determine the “effectiveness of personal selling in the marketing of company’s products”

Research to investigate the “Determinants of customer buying behavior”

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QUESTIONNAIRES.

Dear respondents,

My name is Nakiruuta Barbra, a student of Uganda Martyrs University carrying out research study under the topic “**Contributions of personal selling on sales performance of a company**” a case study of M-Kopa and Green World branches in Masaka Town.

You are kindly requested to participate in the study and give your opinion as honestly as possible.

PART A: background information.

Circle the best alternative

1. Gender

A. Male

B. Female

Major products offered for sale.

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.....

2. Age group.

A. below 20

B. 20-29

C. 30-39

D. 40-49

E. 50 and above

3. Work experience

A. 0-5

B. 6-9

C. 10 and above

4. Position in the company

.....

5. Level of education

A. Degree

B. Masters

C. Diploma

D. A-level

E. Certificate

F. O-level

PART B: Trade selling is mostly found in consumers' products industries, where salesperson first get distributors such as whole seller and retailer who are willing to work with them.

1. Does your company carry out trade selling?

A. Yes

B. No

2. If yes mention the contribution of trade selling on sales performance of your company.

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2. Challenges your company face using trade selling.

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4. If No specify why you don't use trade selling.

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PART C: Retail selling refer to as a resell where organization sells goods or services directly to consumers or end-users

1. Does your company carry out retail selling?

A. Yes

B. No

2. If yes mention the contribution of retail selling to your company's sales performance.

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3. Challenges your company face using retail selling

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4. If No specify why you don't use retail selling.

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PART D: Door-to-door selling Identifies customers by walking in different geographical regions and sells goods to them. Customers should be sought reaching several market segments

1. Does your company carry out door-to-door selling?

A. Yes

B. No

2. If yes list the contribution of door-to-door selling on sales performance of your company.

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3. Challenges your company face using door-to-door selling.

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4. If No specify why you don't use door-to-door selling.

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PART E: General question

In your view why does your company use personal selling as marketing tool in marketing their products rather than other marketing tools?

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Thank you for your cooperation.

21st/05/2018

Dear Sir/Madam,

LETTER OF INTRODUCTION

This is to introduce to you NAKIRUTA Barbra Reg. No. : 2015-B022-30023 who is a third year student of Business Administration & Management here at UMU-Masaka Campus. The student is required to carry out research as a requirement for the award of a Bachelors of Business Administration & Management.

Topic: Contribution of Personal Selling on Sales Performance of a Company.

Case Study: M-Kopa and Green World Branches Masaka Town.

I would like to request you, therefore, to render our student any possible assistance in collecting the information needed.

Thanks very much.

Yours Sincerely,


Nabukenya Maly

Administrator

