

About The Property Of The Motivational Sphere Of A Successful Sales Specialist

*Camila W. da Costa¹, Deng, T. 2**

1 School of Management, France

2 University of Economics Ho Chi Minh City, Vietnam

** Corresponding author: denfssy@hotmail.com*

Abstract

Ukraine's transition to a civilized market economy necessitates fundamental changes in the activities of all sectors of the country's national economy. Of particular importance is the formation of an adequate market model of the economic mechanism of the sphere of circulation and services, since it is trade, being the final link in the economic activity of market entities, that ensures the effective satisfaction of the needs and demands of consumers.

Keywords:

Modern trade, commercial markets, risk ,motivation

Introduction

Modern trade is an important branch of the market economy that solves serious socio-economic problems. Its effectiveness depends on many factors, including the ability of employees to take into account and use the patterns of relationships between people involved in the trading process. This is ensured by extensive psychological training of salespeople . However, not every seller can meet the

increased needs of the buyer for service, which means that there is a need for professional selection of sales professionals. Not enough information has been found about research on the individual psychological characteristics of the category of sales professionals of interest to us, which confirms the relevance of the research. The object of the research is the motivational sphere of the personality of a sales specialist . Subject - features of the motivational sphere of a successful salesperson . Research hypothesis: successful implementers from unsuccessful ones are distinguished by the presence of certain features of the motivational sphere , in particular, successful implementers have an inclination to take risks, a desire for self-defense, the level of motivation to avoid failure and the level of motivation for achieving goals and success is higher than among unsuccessful implementers.

The novelty of the research lies in the fact that this research is carried out for the first time on a specific basis and with the help of selected methods.

Practical relevance : the results obtained can be used in the professional selection of sales specialists. We have proposed to conduct research on Donetsk commercial markets located in different parts of the city. These are Budenovsky, Kalininsky, Central, Railway markets. These outlets offer a variety of products: food, clothing, industrial products. The sample size of our study is 60 people. In this population, 30 sales professionals were selected each, assessed by their employers as successful and unsuccessful. The methods of the proposed research were the method of statistical processing, correlation analysis. The following methods were also used: the questionnaire by G. Schubert "Determination of the severity of

the propensity to take risks" and the questionnaire by T. Ehlers. T. Ehlers' questionnaire 1 determines the severity of the desire for risk and the level of motivation for achieving goals and success. T. Ehlers' questionnaire 2 determines the severity of the desire for self-defense and the level of motivation to avoid failure.

The results of the study are shown in tables 1, 2.

After analyzing the data obtained as a result of the study, it can be concluded that the level of motivation for achieving the goal and success among successful implementers is higher (70.3%) than among unsuccessful implementers (39%) with a statistical forecast probability of 99% at $t = 2.57$, $p < 0.01$.

The desire for self-defense and the level of motivation to avoid failure in both groups corresponds to the average value. Along with this, the indicators of the unsuccessful ones are slightly higher than those of the successful ones (Table 1), but there is no statistically significant difference in the indicators of the 2 groups ($t = -1.09$, $p < 0.28$).

According to G. Schubert's questionnaire, no discrepancies between the two study groups were found $t = 0.03$, $p < 0.97$. The inclination to take risks is present in them to a small extent (Table 2).

Table 1. Summary quantitative results of personality research using questionnaires by T. Ehlers, G. Schubert (% of the number of responses by groups).

Successful Unsuccessful

Points	Elers 1	Elers 1
22 and above (high)	70,3%	39,7%
11-21 (medium)	30%	60,3%
0-10 (low)	0	0
Points	Elers 2	Elers 2
20-27 (low)	23%	20%
10-19 (average)	70%	66%
Less than 9 (high)	7%	14%
Points	Schubert	Schubert
34-50 (high)	3%	9,7%
17-33 (medium)	20%	20%
1-16 (low)	77%	70,3%

Table 2. Average indicators according to the methods of T. Ehlers and G. Schubert.

	Elers 1	Elers 2	Schubert
	$x \pm m$	$x \pm m$	$x \pm m$

Ru	22,9±0,85	12,7±0,8	14,1±1,4
Rn	19,7±0,81	14,1±0,99	14±1,51
Δ	1,6	0,2	0,6
P<	0,008	0,27	0,97

Conclusions:

1. The level of motivation for achieving goals and success among successful implementers is higher than that of unsuccessful implementers ($p < 0.01$).
2. According to the indicators of the desire for self-defense and the level of motivation to avoid failure in the study of the group, no statistically significant differences were found ($p < 0,28$).
3. According to G. Schubert's questionnaire, no discrepancies were found between the two study groups ($p < 0.97$).
4. As a result of the study, the hypothesis that successful implementers are distinguished from unsuccessful ones by the presence of certain features of the motivational sphere , in particular, successful implementers have an inclination to take risks, a desire for self-defense, the level of motivation to avoid failure and the level of motivation for achieving goals and success is higher than from unsuccessful implementers, it was partially confirmed.

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