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**SALES PERFORMANCE OF AGENTS OF AVON
PRODUCTS IN INDANG, CAVITE**

THESIS

NORMA P. RINT

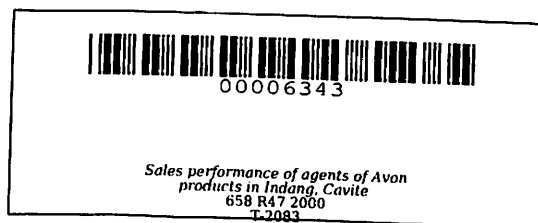
**College of Economics, Management
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Indang, Cavite**

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PRODUCTS IN INDANG, CAVITE**

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ABSTRACT

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A study was conducted in Indang Cavite to determine the socio-economic characteristics of the sales agents, the personal selling strategies, ascertain the factors affecting the sales performance of sales agents, and the problems encountered by the sales agents.

The ages of the respondents ranged from 22 to 51 with an average of 34.39 years. Most of them finished high school and had an average household size of agents and average number of dependents of four and two, respectively. They were engaged in personal selling for an average of 2.87 years receiving average monthly income of P2567.18. Majority of the respondents considered personal selling of AVON products as their additional source of income.

Personal selling strategies used by sales agents were practicing *tried and true* techniques, understanding customers problem, managing strong relationship with the customer, and making high quality sales presentation.

Franchise dealer obtained high sales performance while certified beauty counselor obtained low sales performance. Years of experience in personal selling have significant effect to their sales performance.

The respondents mentioned five common problems encountered by sales agents in personal selling. These were competition, unavailability of stocks, delayed payments, hostility of the prospective customers and objections of the buyer.

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SALES PERFORMANCE OF AGENTS OF AVON PRODUCTS IN INDANG, CAVITE

Norma Panganiban Rint

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INTRODUCTION

In reality, every occupation that involves personal contact has an element of personal selling. Personal selling involves the two-way flow of communication between a buyer and a seller, often in a face to face encounter which is designed to stimulate a person's or group's purchase decision. With the advancement of telecommunications, personal selling also takes place over the telephone. However, it remains a highly human intensive activity despite the use of technology (Berman, 1992). It is just because personal selling involves sales agents who serve as the critical link between the business organization and its customers. This role requires sales agent to match company interest with customer needs to satisfy both parties in the exchange process. Moreover, sales agents seek to heighten interest in the product by mentioning features of a product likely to attract a particular customer.

In almost all instances, personal selling is more effective than the other types of promotion. This is because most purchase decisions are based on the varying extents on