

**PERSONALITY TRAITS AS DETERMINANTS OF SALES  
PERFORMANCE OF SELLING ASSISTANTS IN  
SELECTED TOWNS OF CAVITE**

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*Marketing Management*

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## ABSTRACT

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The study were conducted to investigate the socio-economic characteristics of the participants, the effects of personality attributes in determining sales performance of selling assistants of Cavite. Three personality traits were used; self-efficacy, self-monitoring and locus of control and how these factors are related to sales performance.

A questionnaire was used to determine the socio-economic characteristics of the participants, the level of personality traits of the participants in terms of self-efficacy, self-monitoring and locus of control, and the sales performance evaluation of the participants. The study also focuses on the relationship between personality traits and sales performance.

The participants' ages ranged from 14-61 with mean value of 28 based on ungroup data. Most of the participants were female (61%), single (65%) and high school graduate (72%).

Majority of the participants' level of personality traits in terms of self-efficacy indicates at "very high" level, self-monitoring indicates "high" level and locus of control indicates "high" level.

The level of sales performance revealed that majority of the participants were evaluated "excellent".

The study found out that there is a significant relationship between the personality traits and sales performance of the selling assistants.