

Technical Session (Poster) C5: Marketing I



Impact of Sales Persons' Selling Behavior on Customer Satisfaction: With special reference to insurance agents

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Abstract

Presently, the business world is very competitive and rising up in every second. So, every business entity is trying to satisfy the customers in maximum through various tools and the sales force of the company is one of them. Further, sales persons' selling behavior is very critical to satisfy the customers and existing literature reveals that they are the right hand of the company, specially in insurance industry. Although the sales person's selling behavior is critical in insurance industry, current studies are not enough in Sri-Lankan context related to the study area. Therefore, this study focuses to investigate the Impact of Sales Person's Selling Behavior on Customer Satisfaction with special reference to insurance agents.

The study was conducted in Galle and Matara districts and 100 respondents were selected as the sample on the basis of criterion that they have obtained a life insurance policy from an insurance agent. Primary data were collected by using a survey based questionnaire. Basically, nine dimensions of Selling Behavior were identified as Ability to perform, Personality to perform, On time work, Correct Performance, Sales Person's morale, Way of presenting the facts, Individual attention, Understanding specific needs of the customer and Listening skills. Further, these nine items were measured through descriptive statistics. Additionally, the impact of each of the Selling Behavior factor on Customer Satisfaction was measured separately, by using correlation statistics.

Results indicated that all the nine selling behavior factors have a positive influence to change customer's level of satisfaction. Specially, when purchasing a life insurance policy, customers are highly attracted to sales persons' way of presenting the facts. Additionally, their Morale, Understanding the specific customer needs, Ability to perform, Individual attention to the customer, Personality to perform the tasks, Listening skills, Work on time and Performing the tasks correctly are also considered as the other highly satisfied factors respectively.

Keywords: *insurance industry, sales persons, customer satisfaction*

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