

Investigating thought self-leadership on sales performance with the role of sales skills and consistent sales behavior and self-efficacy mediation (Case study: Sellers of Karaj Hospital Food industry)

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Abstract

The purpose of this research is to investigate thought self-leadership about sales performance with the role of sales skills and consistent sales behavior and self-efficacy mediation. This research is in terms of its purpose and is non-test (descriptive) from the perspective of the data collection method, since none of the variables are controlled or modified. The overall research approach is quantitative. The statistical population of the study consisted of sellers of Karaj Hospital food industry. To calculate the sample size required for research, the Cochran formula has been used for a limited population, with a sample size of 130. A questionnaire was used to collect data and data for analysis. The results of this study were analyzed using SPSS and smart.pls software at two descriptive and inferential levels. The results of data analysis using structural equation model showed that self-efficacy has a positive and significant effect on sales skill and consistent sales behavior. Sales skills have a positive and significant effect on sales performance. But the sale behavior consistently did not have a significant effect on sales performance. Self-efficacy did not have a significant mediator on the relationship between self-leadership and sales performance, but the relationship between thought self-leadership and sales skills also had a significant mediator role between self-management thinking and consistent sales behavior.

Keywords: thought self-leadership, self-efficacy, sales performance, sales skills and consistent sales behavior

INTRODUCTION

Sales performance has long been the subject of review by academics and marketing executives. Identifying the factors that enhance the performance of sales staff is an important part of the sales managers' job and can have a vital impact on the survival and success of the company. Despite decades of research and performance meta-analytics on sales performance predictions, questions about individual factors affecting vendor performance have not been fully answered ^[1]. The sales force performance is conceptually two dimensions: the first dimension is the behavior of the sales force, and the second dimension is the result of the sales force effort. Therefore, the sales force's performance can be divided into two dimensions: behavioral behavior and performance outcomes ^[2]. Behavioral behavior is the assessment of the activities and strategies of sales staff staff in job missions and responsibilities. In measuring behavioral behavior, the focus is on how to perform sales staffing activities. The sales manager's sales activities include adaptive sales, teamwork, sales, sales planning, and sales support. The result of the work involves the share of sales staff from the results and organizational goals. The sales

results of the sales staff are considered as a message of efforts and customer acquisition and recruitment capabilities. Indeed, the complexity of the sales process makes it necessary for the vendor to acquire knowledge, skills, abilities and special competencies. Expanding the capabilities of vendors can enhance the growth and profitability of these companies. Hence, identifying and

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improving the status of factors affecting the sales promotion performance is one of the main concerns of companies. Self-efficacy and self-efficacy are among the factors that can affect sales performance. Due to the fact that the self-efficacy and self-management study in Iran has not yet been done on the sales performance simultaneously and in detail, it is important to consider these issues.

In fact, attention to the factors affecting the sales force's performance with the aim of identifying its reinforcement methods has always been the focus of sales research, but studies do not converge on understanding the factors. One of the new theories in the field of human needs is the self-determining theory that has not been operational in the field of sales force. The belief in the success of the assigned task, known as self-efficacy, has not been studied in much sales literature, and research requires completion of this section [1]. Therefore, it is important to examine the effects of self-efficacy on sales performance.

In this regard, self-management thinking, with the realization of individual development in the cognitive, metacognitive and emotional-communicative aspects, leads one to behave more fluently and capable of confronting individual, professional and organizational situations. When the human resources of the organization are adorned with such traits, they will provide their sustained developmental and, consequently, sustainable and expanding development of their organization [3]. Of course, this feature among vendors is also important to improve their sales performance, and it is important to consider the effects that vendor self-leadership will have on sales performance.

On the other hand, the sales intermediary variables in sales performance can be referred to as sales skills and consistent sales behavior. Selling skills are the salesperson's ability to sell, identify the customer's needs, and offer the product to the customer, knowledge about the goods, time division and willingness to help the .In fact, the sale of goods and services is the most important element for business promotion, and on the other hand, today's customers become more aware of the goods and services of the organization and have more bargaining power. However, sales staff who are responsible for the sale of goods and services of the organization must have sales skills to be able to close the deal with the customer and encourage him to make subsequent purchases [4]. There are different categories of sales skills dimensions. Chen et al. Have a sales skill of three dimensions: interpersonal skills, sales skills and technical skills. Interpersonal skills refers to how interacting with others, which expresses one's ability to communicate successfully with others and develop positive interpersonal relationships. Selling skills involves assessing potential customers, assigning user accounts to the customer, assessing the value of potential customers, delivering sales messages to customers, completing the sales process, and serving customers. Technical skills include knowledge of the goods and its benefits, engineering skills, and familiarity

with the procedures required in accordance with the company's policies and improve the performance of sales staff [5]. So, sales skills and consistent sales behavior are among the variables that can directly and indirectly affect the sales performance, which is why identifying the effects that can affect sales performance is important.

Therefore, the main question in this study is: Does self-management thinking have a significant effect on sales performance with the role of sales skills and consistent sales behavior and self-efficacy mediation?

In practical terms, the major problem that many industries in our country have been facing for many years is the sales and short-term view that has always existed in this area and sometimes hinders the achievement of organizations for their long-term strategic objectives.

One of the most competitive industries in the world is the food industry. Today, the various types of Hospital food industry have grown vastly in the world. Because of changing lifestyles and increasing the need for packaged foods, we often see the emergence of a new food factory. It is very difficult to produce food products for many businesses, because it has a low margin of profit, and newly established companies are entering the market to reduce their profits by attracting customers and changing their taste. Accordingly, the role of a food retailer who can always focus on consumer products is highlighted. Current sales are difficult and, in order to succeed in the current competitive environment that is expanding day by day, many of the past performances will not be successful. To succeed in the present and future business, it is necessary for professional sellers who equip themselves with new knowledge. Because food buyers expect a lot from sellers. For them, the variety of products, their freshness and the price they pay for buying is very important. That is why the management of the operation is important to prevent the failure of the food business. Each food retailer has repeatedly been faced with a change in sales approach, timely orders, in such a way that goods are always available to the extent necessary, lowering prices at specific times, and so on. It does not matter if the vendor has a small food company or a large chain set, in any case you need to succeed in such factors as: Availability of goods for a customer at the best price, speeding up service delivery and lowering the cost. All of these need to identify the important components of the formation of sales behavior and good sales performance. Therefore, we study the review of thought self-leadership, self-efficacy and sales performance by mediating sales skills and consistent sales behavior.

LITERATURE REVIEW AND RESEARCH HYPOTHESES

Brand Experience

- Theoretical background and conceptual model

TSL, a distinct dimension of self-leadership strategies, involves making the best use of mental strategies to develop and maintain constructive thoughts. These mental strategies include (a) positive self-talk, (b) mental imagery, and (c) evaluation of dysfunctional beliefs and assumptions [6, 7]. These cognitive strategies serve salespeople in a way that enable them to practice the selfinfluence necessary to achieve work-related goals and therefore enhance their sales performance [8]. We suggest that each of the constructive thought strategies plays a positive role in the salesperson's self-leading abilities. We present our arguments subsequently. As noted by Neck and Manz (1992), employees attain positive emotional states by engaging in positive self-talk [9]. This self-dialogue encourages positive or optimistic selftalk and suppresses negative or pessimistic self-talk. This positive self-talk encourages salespeople.

Job-demands-resources (JD-R) theory

According to the JD-R theory, every job has a particular set of factors relating to employee stress and employee engagement; these factors can be broadly classified into two categories: job demands and job resources [10]. Job demands refer to those physical, psychological, social, or organizational aspects of the job that require sustained physical and/or psychological efforts resulting in physiological and/ or psychological costs. Examples of common job demands include high workload and emotionally demanding client interactions. In the context of a selling job, these could be high quota pressure, an unfavorable physical environment at work, and stressful engagements with customers.

Job resources are the aspects of the job and the person that enable frontline employees to achieve work goals, help in reducing job demands, and provide for personal growth [11]. In the context of a selling job, a job resource enables one to plan and executive sales call successfully in a way that (a) it helps one reduce job demands, (b) it provides motivation to engage effectively at all stages of selling process, (c) it

helps one achieve work goals, and (d) it fosters one's learning and development.

Salespeople who practice TSL, therefore, are high on self-efficacy, which serves as an important job resource. Self-efficacy as job resource meets the various aspects of job demands by re-crafting the behaviours and skills required in a particular job context [12]. High self-efficacious salespeople, therefore, are more likely to use their selling skills effectively and engage in adaptive behaviour best suited for the sales situation.

On the basis of these theoretical underpinnings, we now present our conceptual model and hypotheses.

Theoretical model and hypotheses

The conceptual model of research has been extracted from the study by Raccoe et al. (2017). As it is seen in the conceptual model of research, it has been considered as an independent independent variable in this research. It is a process in which individuals, in their pursuit of self-control, act as guidance and spontaneity for action, which includes three dimensions of mental imagery, Conversation with oneself and assessment of beliefs [7]; Sales performance: as the main dependent variable and defined as the evaluation of the behavior and activities of an employee in line with organizational goals. Sales force performance is the assessment of sales force in helping the organization to achieve organizational goals [2]. Consistent selling behaviors and sales skills are both independent and independent variables because they have a mediating role in this study and a consistent sales behavior: Includes a set of seller behavioral behaviors that deal with sales deadlines and customer behavioral and attitudinal problems. Self-promotion [13]; Sales Skills: Defined by the expertise of individuals to carry out the essential work of a sell-out business, which is expressed in terms of technical, interpersonal and sales skills [5]; Auto-AMD: Both as dependent variables and independent variables, because they play a mediating role in this study.

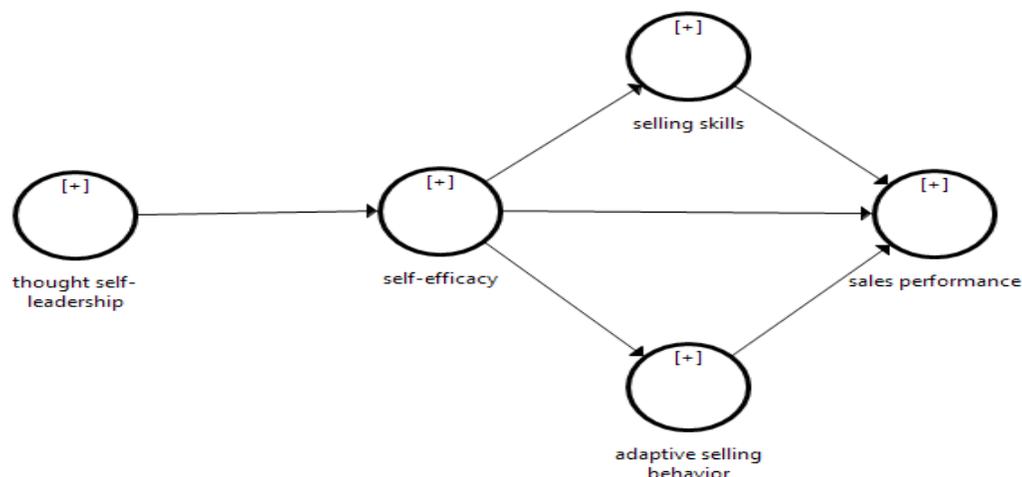


Figure 1. The conceptual model of the research, derived from the study by Rakesh et al. (2017) [14]

The reasons for this model are as follows:

1. Contributing to sales performance marketing literature to increase the perception of researchers and academics of their own leadership strategies and self-efficacy in sales and its key elements through the development and improvement of these concepts;
2. Prove the fundamental relationship between self-management strategy and self-efficacy and sales performance;
3. Guides for food industry managers are to understand the skills and performance of sales staff, because the lack of such research results in lack of recognition of user skills and also leads to a lack of consistent sales behavior and reduced sales performance. Which will lead to a failure to succeed and to waste money from food industry stores and defeat them.
4. Despite the importance of the food industry, there is still no common understanding of this issue among organizations, while their survival and sustainability require more attention in the field of self-management and the factors associated with its sale and application in the design of the organization's framework.

Therefore, the main question in this study will be: Is self-management thinking, self-efficacy on sales performance with the mediation of sales skill and consistent sales behavior?

Main assumptions:

Hypothesis 1: Self-efficacy has a significant effect on sales skill.

Hypothesis 2: Autoimmunity has a significant effect on the consistent sales behavior.

Hypothesis 3: Sales skills has a significant effect on sales performance.

Hypothesis 4: Consistent sales behavior has a significant effect on sales performance.

Hypothesis 5: Self-leadership thinking has a significant effect on Ferro autoimmunity.

Sub-assumptions:

Hypothesis 6: Self-efficacy has a significant intermediary effect on the relationship between self-leadership and sales performance.

Hypothesis 7: Self-efficacy has a significant mediating effect on the relationship between self-directed thinking and sales skills.

Hypothesis 8: Self-efficacy has a significant intermediate effect on the relationship between self-leadership thinking and consistent sales behavior.

METHODOLOGY

Measures

According to the conceptual model, this study has 29 observable variables, which are the same questionnaire questions that were extracted from the research by Rakesh

Singh, Narendra Kumar, Sandeep Puri (2017) [14]. This questionnaire measures five main concepts.

Table 1. Questionnaire information

Variable	Number of questions	Reference
thought self-leadership	7	[8]
self-efficacy	3	
sales performance	5	
selling skills	10	
adaptive selling behavior	4	

To assess the validity and validity of the questionnaire, their credibility was assessed by the professors of the guide, consultant and experts, and their views were improved to improve the questionnaire. The reliability of the questionnaire used in this study was calculated using Cronbach's alpha, derived from the output of pls software, the results of which are given in Table (2).

Sampling

The statistical population of the research consisted of sellers of Karaj food companies, which is equal to 195 official employees. Using the sampling formula of limited communities, 130 individuals were selected as sample size. The sample size is calculated using the formula of sampling from finite societies. Its description is given below, taking into account the formula below the sample size, 130 people are involved in this research.

then we have:

$$n = \frac{Nz_{1-\frac{\alpha}{2}}^2 pq}{N\varepsilon^2 + z_{1-\frac{\alpha}{2}}^2 pq} = \frac{195(1.96)^2(0/5)(0/5)}{195(0/05)^2 + (1.96)^2(0/5)(0/5)} = 130$$

Formula 1. Cochran formula

Therefore, the sample size was calculated to be 130.

Analysis

For data analysis, smartpls3 software has been used by least squares method.

• Descriptive Statistics

The descriptive statistics of the research show that in the sample of the sample of Karaj food companies, which consisted of 130 people including 75 women and 55 men, 57.7% were female and 42.3% were male. The second variable, which was described and its frequency was investigated among the sample, was the age distribution of the respondents. According to the results of the 130 surveyed, 33% of the population were from 25 to 30 years old, 27.7% of the population between 31 to 35 years old,

17.7% of the society between 36 and 40 Year and 20.8% of the population are 41 years of age and older. Those with education, 25.4% had lower secondary education, 43.1% had a bachelor's degree, 31.5% had graduate degrees. Another variable whose frequency was studied was the monthly income that 56.2% of the population with a monthly income of 1 to 2 million USD, 23% of the population with a monthly income of 2 to 3 million USD, 10.8% of the population with a monthly income of over 3 million USD They can.

Inferential statistics

Before entering the testing stage of hypotheses and the conceptual model of the research, it is necessary to ensure the accuracy of the models of measurement of the exogenous and intrinsic variables. This is done through a confirmatory factor analysis. Confirmatory factor analysis is one of the oldest statistical methods used to investigate the

relationship between the variables (achieved factors) and the observed variables (questions) and expresses the model of measurement. This technique, which evaluates the parameters and tests hypotheses with respect to the number of underlying factors among the markers, is based on a strong empirical and theoretical basis and determines which variables are determined by which factor, as well as by which factor Which of the factors is correlated. Validation criteria of the measurement model include Convergent and Divergent Validity Factor Loads and Cronbach's Alpha and Combined Reliability and Single-Value Attribution Ratio to Multi-Valued Attribute.

Fig 2 shows the view of the measurement model in pls software for this study and Table 1 and (2) show the status of the fitness indexes of the measurement model for this study.

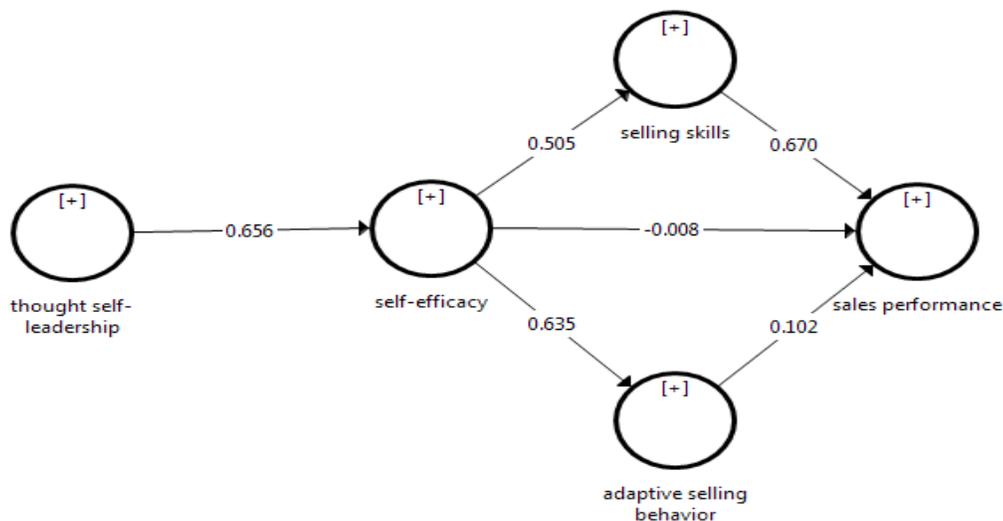


Figure 2. Measurement model (coefficients of the hypothesis path) Research

Table 2. Indicators Fitness For the research measurement model

		Outer loading	Cronbach's Alpha	Composite Reliability	Average Variance Extracted (AVE)
thought self-leadership	Q1	0.620	0.851	0.886	0.527
	Q2	0.706			
	Q3	0.768			
	Q4	0.790			
	Q5	0.769			
	Q6	0.743			
	Q7	0.671			
self-efficacy	Q8	0.883	0.832	0.899	0.749
	Q9	0.877			
	Q10	0.835			
sales performance	Q11	0.773	0.878	0.911	0.672
	Q12	0.827			
	Q13	0.884			
	Q14	0.756			
	Q15	0.852			
selling skills	Q16	0.674	0.893	0.912	0.516
	Q17	0.608			

	Q18	0.535			
	Q19	0.549			
	Q20	0.767			
	Q21	0.792			
	Q22	0.775			
	Q23	0.808			
	Q24	0.846			
	Q25	0.746			
adaptive selling behavior	Q26	0.807	0.842	0.895	0.682
	Q27	0.881			
	Q28	0.879			
	Q29	0.725			

As the information in Table (2) shows, all factor loads are higher than 0.5. The average extracted variance (AVE) for all structures is higher than 0.5. Also, the composite

reliability is above 0.7. Therefore, it can be said that the model has validity and reliability.

Table 3. Divergent validity for the research measurement model

	adaptive selling behavior	sales performance	self-efficacy	selling skills	thought self-leadership
adaptive selling behavior	0.826				
sales performance	0.534	0.820			
self-efficacy	0.635	0.395	0.865		
selling skills	0.653	0.733	0.505	0.718	
thought self-leadership	0.545	0.312	0.656	0.404	0.726

As the information in Table (3) on divergent validity shows, the relationship between each construct and its indices is much higher than that of the structure with other structures, so we can say that the fitness measurement model is approved.

Heterotrait-Monotrait Ratio (HTMT) The single-value attribute ratio to the multi-value attribute

Discriminant validity assessment has become a generally accepted prerequisite for analyzing relationships between latent variables. For variance-based structural equation modeling, such as partial least squares,

1. the Fornell-Larcker criterion and
2. the examination of cross-loadings are the dominant approaches for evaluating discriminant validity.

Henseler, Ringle and Sarstedt (2015) show by means of a simulation study that these approaches do not reliably detect

the lack of discriminant validity in common research situations. These authors therefore propose an alternative approach, based on the multitrait-multimethod matrix, to assess discriminant validity: **the heterotrait-monotrait ratio of correlations (HTMT)**. Henseler, Ringle and Sarstedt (2015) demonstrate this approach’s superior performance by means of a Monte Carlo simulation study, in which they compare the new approach to the Fornell-Larcker criterion and the assessment of (partial) cross-loadings. Finally, they provide guidelines on how to handle discriminant validity issues in variance-based structural equation modeling. See Henseler, Ringle and Sarstedt (2015) for detailed explanations of the HTMT criterion for discriminant validity assessment in variance-based structural equations modeling. If the HTMT value is below 0.90, discriminant validity has been established between two reflective constructs.

Table 4. Heterotrait-Monotrait Ratio

	adaptive selling behavior	sales performance	self-efficacy	selling skills	thought self-leadership
adaptive selling behavior					
sales performance	0.608				
self-efficacy	0.760	0.452			
selling skills	0.740	0.795	0.578		
thought self-leadership	0.615	0.333	0.753	0.451	

Now that the research measurement model shows a good situation, it is necessary to approve the fitting of the structural model, which is used in two ways:

- 1. R Square:** One of the most common criteria for verifying the fitness of the structural model in PLS is the coefficients of the dependent variables (inverted variables). Indicates the effect of an independent variable on a dependent variable. Three values of 0.19, 0.33 and 0.67 are considered as a criterion value for weak, moderate and strong values.
- 2. Stone Gysler (Q²) criterion:** This criterion shows the predictive power of the model, and if the value of Aston Gysler for a dependent variable (intrinsic) has three values of 0.02, 0.15, and 0.35, then The order indicates the strength of the predicted weak, moderate, and strong variables or the independent variables (exogenous) associated with that variable. In fact, the quality of the structural model is measured for each inferior block.

Table 5 shows the status of the fitness indexes of the structural model for this study.

Table 5. Indicators Fit for a structural model of research

	R Square	Q ² (=1-SSE/SSO)
adaptive selling behavior	0.403	0.453
sales performance	0.542	0.487
self-efficacy	0.430	0.464
selling skills	0.255	0.404
thought self-leadership	-	0.364

As shown in Table (5), all results are also in good order for the coefficient of determination for the Aston Gisner criterion. Therefore, it can be stated that the structural model also has an approved fit. Now that the research and measurement model shows a good situation, it is necessary to test the research hypotheses by the statistics. To test the research hypotheses, the structural equation model has been used. In Table 6, the coefficient of the path that indicates the effect of the variables on each other and the significance of these coefficients is summarized. Figure 3 also shows the structural model of research.

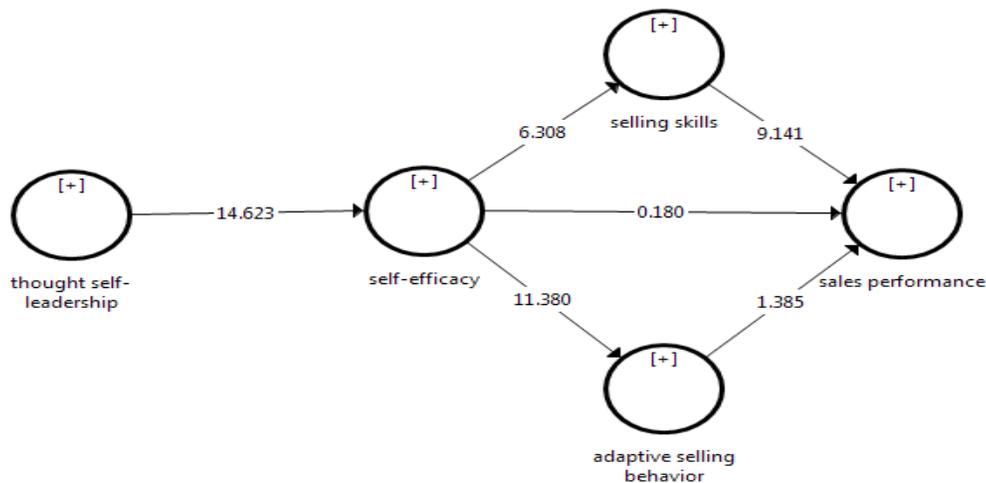


Figure 3. Structural Research Model

Table 6. Test Results: Research Hypotheses

	Original Sample (O)	T Statistics (O/STDEV)	P Values
self-efficacy → selling skills	0.505	6.308	0.000
self-efficacy → adaptive selling behavior	0.635	11.380	0.000
selling skills → sales performance	0.670	9.141	0.000
adaptive selling behavior → sales performance	0.102	1.385	0.166
thought self-leadership → self-efficacy	0.656	14.623	0.000
thought self-leadership → self-efficacy → sales performance	-0.005	0.108	0.914
thought self-leadership → self-efficacy → adaptive selling behavior	0.416	7.614	0.000
thought self-leadership → self-efficacy → selling skills	0.331	5.310	0.000

CONCLUSION AND SUGGESTIONS

In this study, we sought to investigate self-management thinking about sales performance with the role of sales skills and consistent sales behavior and self-efficacy mediation (case study: sellers of food industry companies in Karaj). In fact, one can state that in today's world humans have a complex environment. They are very turbulent. In such a situation, individuals are increasingly in need of the growth of personal domains and personal maturity. Given the ongoing changes in the external environment, it is important to focus on internal factors and find solutions that can help them overcome the challenges of the environment through their internal power. One of these methods is the use of the automated process. At the individual level, self-management focuses on better understanding of strengths and improvement areas, and efforts to optimize the use of capabilities and reduce weaknesses. This continuous process of self-knowledge and individual improvement leads to an increase in the level of performance and individual motivation. But self-management at the organizational level has also become more important. One of the reasons for this is the shift in today's organizations and the move towards more flexibility and decentralized structures against centralized and non-flexible structures. In traditional, bureaucratic and structured organizations, the task of managing more focused on commanding and supervising the performance of individual employees was authoritative and authoritative. With the growth and development of organizations, moving towards decentralized and horizontal structures and increasing the number of subordinates, direct and indirect control over the performance of employees by managers was difficult and largely impossible. In such organizations, management is not able to lead, motivate, and direct the activities of individual individuals, and the task of decision-making, performance management, and employee motivation is largely left to them. In this situation, self-control and individual's ability to motivate and guide their performance is significant. Also, as the results of assumptions have shown, self-efficacy has a positive and significant effect on sales skill and consistent sales behavior. Based on the results, it can be said that self-efficacy does not refer to skills or skills, but also to the belief in the ability to do work in different job positions. Effective belief is an important factor in the system of human competence. Tasks are dependent on changes in their beliefs by different individuals with similar skills in weak, moderate or strong situations, or by one person in different circumstances. Skills can be easily influenced by self-doubt or self-doubt, and thus even those who are very prone to have a weak belief in their own ability to use less. For this reason, self-efficacy enables individuals to do extraordinary work using skills to deal with obstacles.

Also, as the results of assumptions show that skill has a positive and significant effect on sales performance, and sales skill has a significant intermediate effect on the relationship between self-efficacy and sales performance.

Based on the results, it can be concluded that profitability growth in the market is one of the main goals of enterprises and enterprises. One of the important factors in assessing the growth and profitability of these enterprises is also the amount of sales. To achieve sales and a larger share of the market, Compliance with customer expectations and requirements is the key to the success of the companies, and it is possible to succeed in this when it is possible to apply the principles and techniques of sales in a suitable way by the professional sales force. In fact, selling methods of products, especially in the present era, have established a kind of long-term relationship with the customer. A vendor who can attract customers convinces them to buy and loyally, and is one step ahead of other vendors of the same goods and services. For this reason, the quality of communication and the importance of sales behavior have been highly regarded by academia and enterprises ^[15]. In fact, it can be admitted that marketing is not the only attraction of customers, but this is the first step in this matter, and in the future, we must strive to maintain, maintain and loyalty the customer. Customer loyalty not only profits the company but also plays an important role in the company's survival. Therefore, the role of the seller and the behavior offered by him is very impressive as the first customer to deal with and considers the seller as a representative of the company.

1. In line with the results of the assumptions, managers should identify the sum of factors that improve sales skills, such as self-efficacy in creative, skilled, and innovative vendors, as well as more attention to organizational infrastructure and organizational culture, and all of them Run high on top.
2. In line with the results of the assumptions, managers should identify and develop the total factors that can improve the behavior of sales, including the creation of automated efficiency in sales force units. In fact, there must be strategies that sales force itself will offer its ability to fulfill its sales goals adapted from the needs of its customers, as a basis for long-term profitable customer relationships.
3. In line with the results of the assumptions, managers should strengthen the aggregate of factors that the salesperson generates the necessary knowledge about sales skills, such as: implementing training seminars on skills and sales techniques. So the salesperson can have a positive effect on sales performance by using sales skills.
4. In line with the results of the assumptions, managers are encouraged to develop ways to educate their vendors about new vendor practices, including various adaptive sales behaviors, to help sellers use this type of technique to gain return on their sales performance.
5. In line with the results of the assumptions, it can be argued that sellers in Iran still follow a large percentage of traditional thinking. Nowadays, selling and selling behaviors are transformed with technology. Therefore, managers are encouraged to offer sales managers training programs in their own management

and thought self-leadership so that traditionalist sellers can familiarize themselves with these concepts in their sales system.

6. In line with the results of the assumptions, managers should seek to improve sales skill communication, self-leadership thinking, and sales performance. By creating their own mentality, leadership in salespeople through sales promotion skills can positively influence sales performance.
7. In line with the results of the assumptions, it can be admitted that managers are aware that among their vendors the concepts of self-efficacy and adaptive sales behavior are properly explained. So that the seller can make a decent change in sales performance by learning about these concepts and how to benefit from these concepts. Therefore, this hypothesis suggests that managers organize classes and seminars for sellers on self-help topics and consistent sales behavior.

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