The role and importance of the salesperson in creating a competitive advantage
Raymond, Mary Anne, Tanner, John F Jr. Journal of Marketing Theory and Practice. Statesboro: Summer 1994. Vol. 2, Iss. 3; pg. 126, 13 pgs
Subjects: Statistical analysis, Salespeople, Roles, Retailing industry, Polls & surveys, Personal selling, Competitive advantage
Classification Codes 9190 United States, 9130 Experimental/theoretical treatment, 8390 Retail stores, includes groceries, 7300 Sales & selling, 2310 Planning
Locations: US
Companies: Fuller Brush Co Inc (Duns:09-827-0168), Mary Kay Cosmetics Inc (Duns:04-999-4452)
Author(s): Raymond, Mary Anne, Tanner, John F Jr
Source type: Periodical
ISSN/ISBN: 10696679

Abstract (Document Summary)
One of the key components of a firm's strategy is how to achieve and maintain a competitive advantage. The role and importance of the salesperson in the distribution channel and salesperson access to the customer as a means of achieving competitive advantage is examined. Two direct selling firms who use or have used salespeople as their primary means of selling products are compared. Overall, 242 Mary Kay Cosmetics Inc. (MK) and 200 Fuller Brush Company (FB) sales representatives were surveyed. A total of 118 MK and 92 FB surveys were returned. Findings indicate that direct selling provides a competitive advantage when the salesperson helps customers try the product. Pushy salespeople, products that are not available and other problems may become competitive disadvantages. The product itself is an important part of the repeat purchase process but the salesperson is necessary because of access to the market.