**Title: the role of psychology in enhancing sales performance**

Introduction:

the purpose of this report is to discuss the role of psychology in enhancing sales performance

Findings:

Psychology has a very important role in enhancing sales performance. To begin with salesman has to recognize customers feelings such as happiness, sadness to choose right approach. Secondly salesmen needs to recognize whether customer is interested or not. If not, he must a make customer interested. Salesman has unique tactics and usually doesn’t talk about tactics to others because it is like a secret recipe in restaurants. Thirdly he needs to negotiate about the price. Here psychology has an important role because people have a very developed defensive mechanism. Salesman has to prove that a product is worth it’s price. Last but not least, he needs to close the deal and sell the product.

Conclusion:

Psychology has a very important role in enhancing sales performance.

Recommendations

It is recommended that the people in sales learn about psychology and use that knowledge in contact with a client.

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