

Assessment of Direct Selling Employees' Communication Skills

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Abstract— *Effective communication is critical for business since it is necessary to speak well during negotiations to guarantee that your objectives are met. This study assessed the speaking skills, listening communication skills, writing communication skills and reading communication skills of employees of direct selling companies in Nueva Ecija. This study employed the descriptive research. This study surveyed 60 direct selling employee respondents ranging in age from 18 to 53 years of both sexes (16 male and 44 female). Communication skills are particularly crucial to employees nowadays, especially in direct selling organizations, because they provide the foundation for attracting consumers and so maximizing the company's earnings. This study was conducted at direct selling company in Cabanatuan City. Among the four communication skills, employees of direct selling company showed high ability on writing, followed by listening, reading, and speaking respectively. Their strengths in communication skills are they are able to note down their daily activities, they can avoid unnecessary movements while listening to their customers, they can review customer's order slip to avoid any problem while transacting, and they maintain eye-to-eye contact to show respect when talking to their customers. The researcher recommends that employees of direct selling company should maintain their strengths in communication skills especially in dealing with their customers and coworkers. Likewise, oral communication skill should be developed further since it was very important to communicate effectively. Finally, there must be a long-term program that develops employees' communication abilities, as well as the other soft and hard talents required of a direct selling employee.*

Keywords— *Communication Skills, Direct Selling, Speaking, Writing, Listening, Reading.*

I. INTRODUCTION

Effective communication is critical for business since it is necessary to speak well during negotiations to guarantee that your objectives are met. Without effective communication in the workplace, instructions cannot be provided, progress cannot be tracked, and products and services cannot be supplied to clients (Conrad, 2014).

Organizations that focus primarily on communication, accountability, and openness will do better during periods of organizational transformation (Kaifi & Noori, 2010). Good communication skills entail the ability to process and evaluate verbal and nonverbal information received from others in order to respond effectively (Archer & Davison 2008; Hilton 2008). Further, the efficient operation of a company is contingent upon colleague interaction, and in order to cooperate effectively, coworkers must be able to communicate effectively (Clutterback, 2001).

Effective communication inside an organization is linked to a company's level of commitment and, in turn, to its employees' works performance (Chen et al., 2006). While, ineffective communication skills may permanently harm relationships, impacting efficiency, contentment, productivity, motivation, trust, confidence, self-confidence, and even well-being (Matin et al. 2010). With this, businesses should improve their communication channels and procedures in order to boost employee productivity (Malik et al., 2011).

Direct selling is a person-to-person sales tactic that demands direct salespeople to have strong interpersonal communication skills (Omar & Mustaffa 2012). By showing appropriate communication cues, the direct seller can entice the prospective customer to spend his or her valuable hour(s) with the direct seller, agree with the direct seller's ideas, purchase product(s), and may even entice the prospective customer to the point of having an interest feeling to become a member (Omar, 2014).

In light of the aforementioned, the researcher concentrated on the direct selling employee's communications skills. Speaking, reading, writing, and listening abilities should all be assessed.

OBJECTIVES OF THE STUDY

This study assessed the speaking skills, listening communication skills, writing communication skills and reading communication skills of employees of direct selling companies in Nueva Ecija.

II. METHODOLOGY

This study employed the descriptive research approach since it entails the description, recording, analysis, and

interpretation of a real-world condition (Creswell, 2014).
 This study surveyed 60 direct selling employee

respondents ranging in age from 18 to 53 years of both
 sexes (16 male and 44 female).

III. RESULTS AND DISCUSSIONS

Table 1. Speaking Skills of Employees of Direct Selling Company

	Mean	Verbal Interpretation
1. Getting the attention of your customers easily.	3.33	Often
2. Delivering the message effectively to your customer.	3.32	Often
3. Learning to think before talking with your customer.	3.40	Often
4. Communicating effectively with customers using telephone	3.43	Often
5. Helping to get new a lot of customers to increase the sales of the company.	3.48	Often
6. Making eye contact with your customer to show respect.	3.57	Often
7. Helping the employee to get the trust of customers by showing them a smile.	3.43	Often
8. Observing your customer nods even its too tiny movements, as their positive signals.	3.50	Often
9. Maintaining a positive attitude while communicating to your customers.	3.35	Often
General weighted Mean	3.42	Often

Table 1 shows the communication skills of employees of selected direct selling company in terms of speaking. Statement 6 “*Maintaining eye contact with your customer to show respect*” got the highest weighted mean and verbal interpretation of “Often”, while the lowest weighted mean is Statement 2 “*Delivering the message effectively to your customer*” with a mean of 3.32 and verbal interpretation of “Often”.

The results suggest, by bodily gestures, facial expression, and maintaining eye contact with customers,

speaking skills can retain a pleasant and upbeat attitude toward them. Maintaining eye contact, just like in business, demonstrates sincerity and honesty toward the goods you sell or convey.

Verbal communication coexists with nonverbal communication, which can have a subtle but important impact on people's views and interactions. Body language, such as gestures, facial expressions, eye contact, and posture, are examples of nonverbal communication.

Table 2. Writing Communication Skills of Employees of Direct Selling Company

	Mean	Verbal Interpretation
1. Writing a memo to give importance to their needs When the deal is done with your client	3.58	Often
2. Making three to five notes minimum daily to know the your responsibilities	3.73	Often
3. Helping to be efficient in writing waiting until you get the correct words.	3.68	Often
4. Using shorter sentence when writing that is easily to understand by your customers.	3.63	Often
5. Using simple languages through writing in giving information to your customer.	3.50	Often
General weighted Mean	3.62	Often

Table 2 displays the writing communication skills of employees from a selected direct selling company. Statement 2 “Making three to five notes minimum daily to know the your responsibilities” got the highest weighted mean of 3.73 while the lowest mean of 3.50 is Statement 5 “Using simple languages through writing in giving information to your customer.” Both statements have a verbal interpretation of “Often”.

Based on the scores, it can be inferred that employees put an emphasis on using simple words that are clear and easy for customers to understand. Respondents agreed that making notes to remind themselves of their responsibilities to their respective clients is very effective.

By writing a simple note, they can easily respond to their customers' wants and needs.

The analysis supports that employees can also express their thoughts, ideas, and opinions to their customers and coworkers in writing. It can help them advance in their career. It has also been noted that learning and honing business-writing skills can have a positive impact on an individual's career advancement. An organization runs smoothly when its communication channels are effective. Professional-quality writing sent through these channels boosts productivity and the ability of all functional areas to collaborate, which is especially important in an increasingly global workplace where collaboration is the norm.

Table 3. Listening Communication Skills of Employees of Direct Selling Company

	Mean	Verbal Interpretation
1. Listening attentively to your customer so that you will know their needs and wants	3.45	Often
2. Being open to understand what's your customer point of view	3.53	Often
3. Not interrupting while your customer is talking.	3.48	Often
4. Clarifying the information given by your customers	3.55	Often
5. Avoiding physical movements such as crossing and uncrossing one's legs while talking to your customers	3.57	Often
General weighted Mean	3.52	Often

Table 3 shows the listening communication skills of employees of direct selling company. Respondents gave the highest mean rating of 3.57 to Statement 5 “Avoiding physical movements such as crossing and uncrossing one's legs while talking to your customers” with a verbal interpretation of “Often”. While, Statement 1 “Listening attentively to your customer so that you will know their needs and wants” got the lowest mean rating of 3.45 with a verbal interpretation of “Often”.

The mean value shows that if you listen to customers and avoid unnecessary movements that distract them from talking, they may express an interest in sharing their thoughts and opinions about the products being offered because they feel respected by what they are saying. Listening can also aid in the development of trust between people. It is also a useful business tool.

Table 4. Reading Communication Skills of Employees of Direct Selling Company

	Mean	Verbal Interpretation
1. Reviewing your customer profile to know what type of person they are	3.55	Often
2. Reviewing customers order's slip of your customer to avoid wrong products being sold	3.75	Often
3. Reading other information from journals and social media to get new strategies in selling your products/services.	3.39	Often
4. Reading inspirational books to motivate you to do the job well.	3.38	Often
5. Reading the name of your customers correctly to make the transaction easier.	3.43	Often
General weighted Mean	3.50	Often

Table presents the reading communication skills of employees of direct selling company. Respondents gave the highest mean to Statement 2 "Reviewing customers order's slip of your customer to avoid wrong products being sold" (Mean = 3.75) while the lowest mean to Statement 3 "Reading inspirational books to motivate you to do the job well." (Mean = 3.38). Both statements have a verbal interpretation of "Often".

The data suggests that respondents look after the details of every order. This would mean that no problem in the transaction would be encountered. In addition, reading also helps the respondents to do well in their work. Reading is also a part of effective communication, which can help you succeed in your career by demonstrating that you can readily connect with others, are empathic, and have the ability to influence others' views and judgments. Furthermore, poor reading comprehension can put you behind your coworkers by causing you to take longer to absorb and interpret what you're reading.

IV. CONCLUSIONS AND RECOMMENDATIONS

Communication skills are particularly crucial to employees nowadays, especially in direct selling organizations, because they provide the foundation for attracting consumers and so maximizing the company's earnings. This study was conducted at direct selling company in Cabanatuan City. Among the four communication skills, employees of direct selling company showed high ability on writing, followed by listening, reading, and speaking respectively. Their strengths in communication skills are they are able to note down their daily activities, they can avoid unnecessary movements while listening to their customers, they can review customer's order slip to avoid any problem while transacting, and they maintain eye-to-eye contact to show respect when talking to their customers.

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