

Abstract

The study of relationships between proactive personality, emotional quotient, sales experience, GPA and sales volume of Mortgage Direct Sales :
A case study of one commercial bank is a survey research. The purposes of this study are as follows :

1. To study a level of Mortgage Direct Sales' proactive personality
2. To study a level of Mortgage Direct Sales' emotional quotient
3. To study a correlation between proactive personality and sales volume of Mortgage Direct Sales
4. To study a correlation between emotional quotient and sales volume of Mortgage Direct Sales
5. To study a correlation between sales experience and sales volume of Mortgage Direct Sales
6. To study a correlation between GPA and sales volume of Mortgage Direct Sales and
7. To construct an equation predicting sales volume of Mortgage Direct Sales by using proactive personality, emotional quotient, sales experience and GPA as the predicting variables.

The sample consisted of 219 Mortgage Direct Sales in the financial bank. The instruments were questionnaires consisting of 3 parts as below.

Part I : Personal Factors Questionnaire comprising sex, age, years of sales experience and GPA when graduating a bachelor degree.

Part II : Twelve items measuring proactive personality modified from Bateman and Crant (reliability coefficient .7122)

Part III Sixty-eight items measuring emotional quotient which was developed by Chatrudee Sukplung following Goleman's concept (reliability coefficient .9618)

The statistical measures used are frequency, percentage, arithmetic mean, standard deviation, Pearson Product Moment Correlation Coefficient and Stepwise

Multiple Regression Analysis. The statistic analysis was done by SPSS Windows. The results of this study are not in line with hypothesizes as follows :

1. Mortgage Direct Sales had a high level of proactive personality.
2. Mortgage Direct Sales had a high level of emotional quotient and a high level of its components such as Self Motivation, Self Awareness, Self Regulation, Empathy and Social Skills respectively.
3. There was no correlation between proactive personality and sales volume of Mortgage Direct Sales.
4. There was no correlation between emotional quotient and sales volume of Mortgage Direct Sales.
 - 4.1 There was no correlation between self awareness and sales volume of Mortgage Direct Sales.
 - 4.2 There was no correlation between self regulation and sales volume of Mortgage Direct Sales.
 - 4.3 There was no correlation between self motivation and sales volume of Mortgage Direct Sales.
 - 4.4 There was no correlation between empathy and sales volume of Mortgage Direct Sales.
 - 4.5 There was no correlation between social skills and sales volume of Mortgage Direct Sales.
5. There was no correlation between sales experience and sales volume of Mortgage Direct Sales.
6. There was no correlation between GPA and sales volume of Mortgage Direct Sales.
7. When finding no correlation among these variables and sales volume of Mortgage Direct Sales, the equation predicting sales volume of Mortgage Direct Sales could not be constructed.

The results of this study indicted that data obtained from the sample such as age, sales experience, GPA, proactive personality and emotional quotient were

scattered in a restricted range and extraneous variables such as sales areas probably intervened in this study. From the reasons mentioned above, the correlation among proactive personality, emotional quotient, sales experience GPA and sales volume of Mortgage Direct Sales could not be found. Furthermore, there was significant between sales areas and sales volume of Mortgage Direct Sales.

The study's results allow bank management to recognize that the present selection criteria; sales experience and GPA are not practical predictors of mortgage sales' volume. It is an important and a challenging task to discover the effective selection tools to select the ideal Mortgage Direct Sales who can achieve the bank's sales target.