ABSTRACT

All humans experience emotions that help guide their actions. Emotional Competence (EC) is described as an ability, capacity, or skill to perceive, assess, and manage the emotions of one's self, of others, and of groups. Emotional competence is an important skill that can provide several benefits throughout many aspects of our life. As a franchisee it is extremely important to hire the best managers, but one also need to hire managers that are good with people. If employees are happy and are dealt with at the right level, they will become the best part of the team or they can incrementally sabotage the company and the customer service. There is a correlation between salesperson’s characteristics and consumer’s emotions on purchase behavior that involves customer-salesperson interface.

The broad objective of this research is to identify the level of emotional competence, and its impact on the sales performance of retail sales people. The study focused on the sales people of organized retail industries of selected cities of Gujarat state. The study is aimed to identify the factors in maintaining Emotional Competence in sales people of the retail industry. It also identifies the importance of each factor of Emotional Competence. Moreover, the study identifies whether there is any significant difference between EC and different levels of sales performance. Lastly, this study checks whether sales performance is affected by emotional competence or not.

For this research, data collection tool used was structured questionnaire. Schutte Emotional Intelligence Scale (SEIS) having 33 items was used to identify emotional competence. To check sales performance of the sales people, 10 additional questions of a standardized scale was considered. Total 600 respondents were taken as sample size out of which 577 were considered after filtration. SPSS 21.0 version was used for data analysis. Factor analysis was used to identify key factors of EC; Weighted Average method was used to identify the importance of each factor of EC; one-way ANOVA was used to establish impact of EC on demographic variables of sales people. And Regression Analysis was performed to check the impact of EC on sales performance of sales people.
The research has identified four key factors of emotional competence. These four factors combined together to make a complete set of emotional competence. However, their weightage may differ as per its importance in individual’s life. Also, there was significant difference between demographic factors and emotional competence. Additionally, to determine the relationship between emotional competence and sales performance (based on outcomes, behavior and professional development), factor analysis was performed and three more factors were extracted based on sales performance of the retail sales people. When the factors of emotional competence were checked with the factors of sales performance to find the impact of EC of the retail sales people, majority of the EC factors had high impact. In a nutshell, we conclude from the results of this study that factors of emotional competence has a strong impact on sales performance of sales people of organized retail industry in Gujarat state.

**Key words:** Emotional Competence, sales performance, sales people, organized retail industry, Gujarat state.