



THE EFFECTS OF BODY LANGUAGE IN PERSONAL SELLING IN TOURISM INDUSTRY

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ЕФЕКТЪТ НА ЕЗИКА НА ТЯЛОТО ПРИ ПЕРСОНАЛНАТА ПРОДАЖБА В ТУРИСТИЧЕСКАТА ИНДУСТРИЯ

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ABSTRACT: *Personal selling is typically the dominant element of the marketing communications mix. And it is also one of the most expensive techniques of marketing. By this way it has a critical importance for business marketing and also it is critical in tourism industry marketing. This is the boundary open communication and it is so risky. So, making mistakes can cause different problems.*

Tourism marketing is different from many other marketing fields because, tourism marketing is dream marketing and you have to assure your customer to their dreams. To ensure their potential demand to effective demand you have to use your body language during the selling process. In this aspect, the success of personal selling is closely related to correct usage of body language. The aim of this study is to explain the relationship of the personal selling and body language, which used by sales person in tourism industry and effects on marketing process.

Key Words: Tourism Industry, Personal Selling, Body Language, Non-Verbal Communication.

Introduction

Recognition and analysis of non verbal communication in sales transactions is relatively new. Only in the past 15 to 20 years has the subject been formally examined in detail. The presence and use of non verbal communication, however, has been acknowledged for years [1]. On the other hand, effective communication is more important today than ever because, as much the communication is effective as much as the sales will be high [2].

When we come in contact with other people, we always communicate. This can take place through using words, via voice - spoken language - but also without, or alongside the use of words - non-spoken language or non-verbal communication. Posture and movements, our place in space, use of time and intonation when we speak are all part of this [3]. Even when we are not speaking, we are communicating. The way we move, our gestures and what we wear, all say something about who we are. First impressions are predominantly based on body language and appearance.

According to Pappas [4], one basic premises of communication is not what you say, but how you say it. Studies indicate that 93% of the emo-

tional meaning that is taken from other people is in their facial expressions. 55% of communication is based on what people see and the other 38% is transmitted through tone of voice [5, 6, 7]. The other 7% comes from what they actually say [8, 9, 10, 11]. Back in 1969, some studies proved communication was 93 % non-verbal (voice tone and body language) and only 7 % the actual words you use [12]. Some communication experts may put the 93% figure as too high, but everyone agrees that body language (including facial expressions) is much more important than generally acknowledged [13]. Furthermore, if verbal and nonverbal messages don't match, body language will be taken as the most reliable communication almost every time [14]. In other words, if the body language doesn't match the words, time will be wasted [15, 16].

To effectively communicate, it is not always what you say, but what your body says, that makes the difference [17]. Confucius said, "One picture is worth a thousand words." A presentation is enhanced by the total visual impact of agreeable body language combined with timely use of visual aids: those pictures, charts, graphs, flyers and other such material handed out at sales meeting. Too often representatives stuff them into a sales kit and forget about them, only re-

calling them to mind if the subject is hit upon during a presentation, and then not being able to locate them in a jumbled sales kit at the ideal moment [18].

Eye contact is the most obvious way to communicate [19]. The eyes are truly window to the soul and good, solid eye contact is the key to clear communication [20]. Facial expression is another form of non-verbal communication. Your mouth gives clues and not just when you are speaking. The position of head, arms and legs speaks to people. The angle of your body gives an indication to others about what's going through your head. The distance you keep from others is crucial if you want to establish good rapport [21]. All these difference shows us the importance of body language. By this way if we control our body language we can communicate each other perfectly.

In today's competitive world, responsibilities have further compressed the available time for salespeople to engage in direct selling activities and have resulted in greater pressure on management to find new ways to improve sales force efficiency resource [22]. We can learn our product inside and out, but if we don't pay attention to the way we deliver the information and the signals we receive back from our prospects, we will not make the sale [23]. So it is possible to say that, successful business depends on effective communication. Because, people make judgments the moment they see you based on body language cues. Sending and receiving non-verbal messages is a matter of paying attention [24].

As a part of communications mix, selling is probably the most important component especially in organizational purchasing situations. Take into consideration that tourism industry is a sector that people has close contact it will be clearly appear that communication skills and usage of body language of salesperson is very important. Because salesperson's usage of body language effectively creates trust in customer and it will be easier to persuade a consumer relying on personnel and administration. So it is possible to say, correct usage of body language in tourism industry will both rise service quality and provide successful sale period.

Body Language

People in the workplace can convey a great deal of information without even speaking; this is called nonverbal communication. Nonverbal

communication can convey just as much as written and verbal communication, and human beings read and react to these nonverbal signals in the workplace [25].

Communication, in addition to being verbal, can be through gestures, such as using our hands expressively, back movement, facial expressions, focusing of our look and other aspects of "body language", projecting the individual personality in message. If, on addressing the people, you talk about happiness, a happy tone should be used. If you talk of something sad, the tone of the voice should be one of sadness, on talking of a heroic or brave act, the voice should be animated, etc. You must be natural. Imitation of others should be avoided, since the people, especially simple people, easily distinguish a fake [26].

Non verbal symbols to transmit many times more information than verbal symbols carry. We communicate nonverbally through action factors, non action factors and vocal factors. Each suggests a barrier to listening [27]. Whether sitting, standing, or making eye contact, you are always communicating non-verbally. Straight but relaxed positions while sitting denote professionalism and engagement. Keeping the palms open and facing toward a person represent openness. Maintaining eye contact translates to honesty, but you should occasionally look slightly elsewhere otherwise you may be perceived as staring or as too intense [28].

Written communications are deprived of the body language and tone of voice that conveys so much in face-to-face meetings and even in telephone conversation. Therefore, it makes sense to work much harder to build in humour, sarcasm, or disagreement and avoid your words come across as stupidity, rudeness, or aggressiveness. One way of defusing misunderstanding is to include cues as to your emotional state. One popular technique is to use keyboards symbols like :-). We call these symbols emoticons [29].

Essentially, body language is a mixture of movement, posture, and tone of voice. The study of non verbal communication is similar to learning a foreign language in that it requires time and effort to achieve fluency [30]. Body language is nonverbal communication that involves body movement and gestures, which communications researchers call *kinesics*. There are hundreds of thousands of possible signs that can be communicated through body movements and gestures. In addition to body movements and gestures, the nonverbal cues given through facial expressions and eye contact, personal space, and touch, influ-

ence individual interactions in the workplace. While this body language is fairly well understood in general in each culture, there are major cultural differences in nonverbal communication [31].

Our body language says a lot about us that others can use to judge us. Our body language is the nonverbal communication we share with others through the movements of our bodies, our gestures, facial expressions, eye contact, and much more. It is thought to be a more accurate indicator of our feelings and thoughts because it is more instinctive, uncontrolled, and natural than our verbal communications [32].

Body language is fascinating. People rarely recognize how much information they give off and how noticeable it is to the human eye [33]. People don't always say what they mean but their body language is usually an accurate indication of their attitude and emotional state [34]. Body language is an easier way of expressing feelings than spoken language. For example you do not say to someone easily that you do not like him or her, but through body language you can show them clearly.

Body talk is a language of signs and signals. The beauty of body language in selling is that prospect may be giving you information without being aware that he is doing it, information you can use in negotiating, that can save you time, tip you off as to the advisability of switching your sales approach or clue you in when the time to close is at hand. Body language isn't planned or calculated; it's involuntary. Body language doesn't lie as a rule [35]. Put it differently, if a person says that you have carried out a good work in smiling and relax way, you should be sure that he/she is telling the truth.

Marketing and Personnel Selling

As far back as 1972, Kotler described marketing as ".... The set of human activities directed at facilitating and consummating exchanges". While the pressure on organizations in the new millennium has changed dramatically, marketing has changed in response. It has gone back to its roots to study the very nature of the Exchange or transaction and has developed this into what today is called relationship marketing [36]. For all the advances in sales training in the past two decades, basic personal skills are still paramount to any technology fad. No CRM package will close deal-dealing well with customers is still the most important talent [37]. Today's sale force is

generally a smaller, more focused and more specialized organization than it has to do everything and be everything' forebears [38].

As a part of communications mix, selling is the probably most important component especially in organizational purchasing situations. The very fact that it is classed as part of promotion by McCarthy through his notion of the four P's, or as part of the communications mix, tends to demean its value. Selling is concerned with direct contact with costumers and this is the most flexible medium of communication that a company possesses. Messages can be altered immediately to suit individual purchasing situations and adapted as the sales process proceeds. More importantly, a personnel selling is the most likely medium through which an immediate sale can be realized [39].

Focused on the individual customer, one-to-one marketing is based on the idea of an organization knowing its customer. Through interactions with that customer the organization can learn how he or she wants to be treated. The organization is then able to treat this customer differently than other customers. However, one-to-one marketing does not mean that every single customer needs to be treated uniquely; rather, it means that each customer has a direct input into the way the organizational behaves with respect to him or her [40].

This could be summarized as:

- Know your customers by understanding how they interact with you.
- Allow each customer to let you know how he or she wants to be treated.
- Treat each customer in accordance with your understanding of how they interact with you and how they want to be treated.

In some peoples' minds, the sales force is the anti-channel – the last vestige of traditional pound the pavement" thinking in an exciting new world of Internet commerce, customer databases and technology-driven direct marketing channels. The truths are that sales forces are alive and well. They perform a critical function in most organisations - a function that no other channels can perform as well or even adequately. A sales force is still the only channel that can sell complex product and solutions into large, key accounts with a degree of control over the sales process. Not everyone makes those kinds of sales, but for companies that do, a sales force is an indispensable part of the channel mix [41].

Personal selling is typically the dominant element of the business-to-business marketing

communications mix [42]. Prospects communicate all the time, the problem is it takes sharp and perceptive salespeople to listen effectively and heed what they say [43]. In addition, sales reps are generally the most expensive types of selling resources [44]. As an element of communications, personal selling is relatively expensive, because as well as the salesperson's salary and commissions there are the on-costs of travel, entertainment and accommodation. An organization must, therefore, manage its sales force effectively in order to ensure that it is productive in terms of how the company's portfolio of product and service is marketed to customers; this undoubtedly has a strong association with the prosperity of the enterprise [45].

Ongoing professional sales interactions between customers and salespersons have been characterized as "boundary open" transactions and resemble in one sense relationships between friends wherein each person expects the other to be actively involved and to share their true feelings to a certain extent. Thus, although sales conversations with customers are to a certain degree scripted and are characterized by "face-work" (i.e., maintenance of personal demeanor and self-esteem), the sharing of feelings often occurs through "emotional leaking" [46].

Effective personal selling requires that the salesperson be a creative problem solver for prospects. Every potential customer has problems that might be solved through the purchase of certain goods and services or receipt of advice from the sales representative. Potential customers tend to give their business to those who can solve problems. Unfortunately, many sales representatives believe they can prosper primarily through talking. Individuals with this philosophy spend considerable time on devices such as developing a deep voice or an extensive vocabulary, practicing a "winning smile" or discovering new ways to flatter prospective customers. These devices probably have some value, but they all focus on the salesperson rather than on the prospect [47].

Taken into consideration that 80 % of increased sales come from the current customer base, but 80 % of marketing expense is spent trying to attract new customers, some inconsistency appears clearly [48]. What are needed are salespeople with an eye for detail and right kind of personality to keep in close contact with customer with a view to building up long-term relationship. In fact, this kind of salesperson is probably the very antithesis of the "foot in the door" type [49]. So marketing executives, have

to think on direct marketing and of course on personal selling.

Personal Selling and Body Language

Good body language, including effective gestures, eye contact and skilful use of visual aids can win the narrow difference between getting or losing the sale [50]. Every good salesperson should know how to make a good pitch, but many don't think about how their body language affects the sale. Especially in selling where trust is so important, you want to be aware of your specific body language [51].

Factors like voice tone, proximity or eye contact affect customer. Some surveys says it usually takes few role plays-and admitting to their own body language pet peeves- for representatives to realize that action can speak louder than words. In recent survey by Chicago-based Incomm research, 80 % of trade show attendees said they were more likely to perceive a company or product positively if its sales representative were smiling. Additionally, trade show representative who smiled met four times more prospect than those who didn't [52].

More and more research is being done by psychologists into primary truths revealed by body language, something many people have always subconsciously interpreted correctly [53]. According to psychologists body language is often more meaningful than oral communication [54]. For that reason the general demeanor of the salesperson is very important. The rule is avoiding extremes of dress and personal behavior that might make the buyer feels uncomfortable or embarrassed. The salesperson is meeting the buyer on his or her own territory, so it is basic etiquette to conform to the buyer's house rules [55].

Non verbal communication can also be an effective sales tool when executives learn how to read a customer's body language. For example, a deep breath followed by sigh is release of tension. This may indicate that the customer has made decision and is therefore ready for the close [56]. Empathy is probably a more important attribute in this respect and emphatic behavior can also encompass such matters as the way the salesperson dresses to meet prospective purchasers, bearing in mind the fact that it is the purchaser who should be impressed by the salesperson and not the other way around [57].

Table 1. Characteristic of Behavioural Styles [58]

Dominant	Interactive	Steady	Cautious
Ambitious	Spirited	Orderly	Quantitative
Driving	Lively	Dependable	Introspective
Decisive	Enthusiastic	Calm	Traditional
Direct	Sociable	Even-tempered	Precise
Independent	Outgoing	Modest	Deliberative

At the following are some ideas to use when selling to people with different behavioral styles [59]:

- **Selling to a Dominant Person:** Many entrepreneurs, business owners and high-level managers display dominant behavioral characteristic. Ds are typically good oriented, and frequently they are risk-takers. They will be impressed if you get to the bottom line quickly. Time is important and their lives are fast-paced, so present summary information. Have details available but do not lead with them. Respect D's time. Do not make idle conversation.

- **Selling to an Interactive Person:** Interactive people can make a quick decision; they might even be considered impulse buyers. But they will want some time for socializing. Unlike the D, who wastes no time getting down to business, the I will want to get to know. Without that opportunity, the I may feel he or she is being hurried. Is tend to be optimistic and inclined to trust.

- **Selling to a Steady Person:** The steady prospect is a sincere person and will expect sincerity from you. Because the S typically enjoys a consensus decision, be sure to include family or partners in decision-making process. While the D and the I may be inclined to make quick decision, the S will want some time to think. Again, in contrast to the D and I, the S will appreciate statistics. Ad S is a traditional person and will not necessarily be swayed with new and innovative ideas.

- **Selling to a Cautious Person:** A cautious person does not make decisions quickly; indeed, he or she needs time to think and read the small print. A C does not want to be pressured or hurried. C's don't adapt to change readily and may be suspicious of your intent. Cs will appreciate references and testimonials, since they prove that others have successful relationships with you. If you approach the C with this understanding. The C will buy from you.

During the selling process, it's important to remember that body language is not a one way

street. While you're evaluating your prospect's body language for signs of honesty and credibility, he/she is subconsciously observing and reacting to your gestures as well [60]. It is possible to say that listening skills are probably more important than talking skills. Listening is needed in order to recognize a person's reason for wanting posses, and this relates to either individual or organizational buyer behaviors [61]. To find out what shoppers are really thinking, the art of listening should be learned. The word listening implies a passive act of taking in the content of a person's communication. The reality is that good listening is very active process of responding to total message- it includes listening with ears to words and observing with your eyes to interpret body language [62]. A professional salesperson would be wise to monitor their prospect's body language and adjust their presentation accordingly. By reading their prospect's gestures they will minimize perceived sales pressure and know when it's appropriate to close the sale [63].

Deciphering the cues that others give is important. Here are some ways to read the customers [64]:

- Nose or face scratch implies dislike,
- Head tilted to the side implies interest,
- Eye rub implies deceit,
- Hand or finger blocking the mouth implies lying,
- Thumb tucked under the chin with index finger pointing up on the cheek implies a critical attitude,
- Chin stroke implies making decision.

There is four major non verbal communication channels are the physical space between buyer and seller, appearance, handshake, and body movements. One of the most important non verbal communication channels is body movements. Body movements or body language generally send three types of messages: (1) acceptance, (2) caution and (3) disagreement [65].

Acceptance signals indicate that your buyer is favorably inclined toward you and your presentation. These signals give you the green light to proceed. Some common acceptance signals include these: Body angle- Leaning forward or upright at attention. Face- Smiling, pleasant expression, relaxed, eyes examining visual aids, direct eye contact, positive voice tones. Hands- Relaxed and generally open, perhaps performing business calculations on paper, firm handshake. Arms- relaxed and generally open. Legs- Crossed and pointed toward you or uncrossed.

Acceptance signals indicate that buyers perceive that your product might meet their needs. You have obtained their attention and interest. You are free to continue your planned sales presentation [66]

Caution signals should alert you that buyers are either neutral or skeptical toward what you say. Caution signals are indicated by these characteristic: Body angle- Leaning away from you. Face- puzzled little or no expression, eyes looking away or little eye contact, neutral or questioning voice tone. Arms- Crossed, tense. Hands- Moving, fidgeting with something, clasped. Legs- Moving, crossed away from you. Proper handling of caution signals require that the sales representative consider a number of actions. First, adjust to the situation by slowing down or departing from the planned presentation. Second, use open ended questions that encourage buyers to talk and express their attitudes and beliefs. Third carefully listen to what buyers say, and respond directly. Finally, project acceptance signals. Be positive, enthusiastic, and smile. Your objective in using these techniques is to change yellow caution signals to the green go ahead signal and project acceptance signals. Additionally, stop the planned presentation. Second, temporarily reduce or eliminate any pressure. Third, let the buyer know you are aware that something upset them. Finally, use direct questions to determine a buyer's attitudes and beliefs such as, "Have I said something you do not agree with?" [67].

If language is talk, body language is talk. If the salesperson is a good listener, he/she gets the information he/she need. Body language tips him/her off if the prospect is impatient and skeptical or enthusiastic and interested in his/her sales presentation. Sometimes listening with the eyes can be as effective as listening with ears. If the sales representative gets the negative reading, the signals are like a red spotlight that tells him/her to pull up and brake [68].

In sales, it is vitally important to read body language. There are four major areas of body language that should be observed [69];

1. Eye Contact and Brow Movement: There may be several reasons why someone is unable to hold eye contact. When people are not able to tell you their honest feelings they most often cannot hold eye contact. Another reason for losing someone's eye contact is when you step into someone's personal space.

2. Facial Gestures: Facial Gestures are the second part of body language to read. The most

important part of facial gestures is the mouth. Upward turns in the corner of the mouth are often positive signs and downward turns or flat lines demonstrate negative behaviour.

3. Torso and Arm Behaviour: The third important factor in reading human body language is monitoring arm and torso movements. Closed-off posture usually means close-minded attitude and open posture means exactly what the name eludes, open or willing attitude.

4. Leg Activity: The fourth factor to observe is leg activity. Again this is another area, which is relatively easy to observe once you know what to monitor. Usually negative behaviour is observed through fidgety leg movements. There is no direct correlation between crossed and uncrossed legs. However, if you notice a person has their legs crossed and one of them is bouncing on the other, it probably is anxiety.

It is the salesperson's persuasiveness that might ultimately win the order, but this persuasiveness must be woven into the sales presentation in an appropriate way to suit the purchasing situation. Otherwise the act of selling simply becomes one of a previously acquired routine and this negates the individuality that face-to-face sales contact seeks to encourage [70].

The Effect of Body Language on Personal Selling in Tourism Industry

Tourism sector is an important industry in the world which is growing every passing year. The substantial growth of the tourism industry clearly marks tourism as one of the most remarkable economic and social phenomena of the past century. Tourism is not only arguably the world's largest industry; it also involves the greatest flows of people on the surface of the earth. It is, therefore, a major agent of change in today's world. With this tendency, customization begins to play an important role in tourism industry and tourism actors are attempting to gain a competitive power by taking into consideration the individual needs. Personal selling can be used as an effective tool to take into consideration the individual needs. So, salesperson plays a key role in the formation of long term buyer-seller relationships. Also, it is possible to say that body language is an important element, that can't be differ from, of personal selling.

Relation marketing can be stated as another important issue in tourism activity. Relation marketing is increasing and continues the relations with the customer; attract the customer to

the establishment. Giving service and make sales to the current customers is seen more important than gain new customers in long term marketing strategies [71]. Hold on the customers in the establishment depends on the communication between sales and marketing person with the customers. So it is possible to say that body language, which is used in sales and marketing activities, is an important tool that can increase the success of the establishment.

Personal selling along with product consideration are probably the most important elements within modern marketing [72]. Individual sales are very important in tourism industry because of the cultural diversity between staff and customer. Also people, who have different culture, have interaction in the context of tourism industry. This interaction is generally more consistent between staff and customer. Body language and communication are very important in both private and institutional aspect for everyone who is in tourism industry which is coordinating different culture points.

Personal selling is one of the most effective methods to attract lots of tourist to a destination or country and that can be used to inform and to persuade new and current customers. Tourism products are products that couldn't be sent to the customer. In order to use the tourism product the customer should go the place where the product is produced. So, direct communication and reservation get an important role in tourism industry [73]. Personal selling is an organizational function that creates, communicates, and delivers value to customers.

Personal selling is a special way of person to person communication. The salesperson of the tourism establishment is advertising the product to the customer by communicating with the customer face to face. The most strength side of personal selling is giving the opportunity to the establishments to contact their customers directly. The message that is given in personal selling is more flexible than given in advertisement while, the salesperson has the opportunity to explain the whole details to the customer directly. Also it is easier to persuade the customer in a closer atmosphere which is build up during the communication [74]. So it is possible to say that personal selling is one of the most effective promotion tools that can be used by tourism establishments to inform and to persuade new and current customers.

Face to face communication with customers has importance in two aspects. Giving the mean-

ing to their verbal messages with non-verbal messages of administration personnel and raising the level of influence is the first one. Second one is that administration personnel can get clearer information about customer's thoughts, especially their ideas about their instant feelings. Leaving a good impression on customer gets bonus not only for personnel but also for administration [75]. Selling a travel or any other item shouldn't be an act of repetition. Ruts may be beneficial to body alignment mechanics but being in a mental rut can be fatal when dealing with a client. Start watching your client's gestures and changes of facial expressions. Don't ignore what they are saying, but your awareness and correct interpretations of body language are nearly as important as your client's expressed desires-sometimes more so [76].

Salespeople must learn to engage in two-way communication. Rather than just thinking about what they should do and say, they must gain information about the prospect through questioning and observing [77]. In this way, learning customers' thoughts with body movement in tourism administrations will provide successful sale. Sale personals have multiple responsibilities. Their job is not only to increase revenue, but to attract new customers, retain current customers, identify what the competition is doing, conduct market analysis, coordinate sales activities, and work with manufacturing facilities to meet customers' needs.

Observation of the potential customer's "body language" may reveal that some parts of the presentation are going well while others are not going well. For instance, if the prospect [78]:

- leans back in the chair with hands behind the neck, this may reveal an attitude of indifference;
- leans forward and places hands on the desk, this may indicate positive reaction to the sales presentation;
- maintains eye contact, this may indicate a positive reaction;
- fails to ask question, this may suggest a lack of interest in the presentation.

Observe carefully how your prospect sits or even sleeps, slams a door or never opens it and yawns. Whether it's clapping hands, shaking a fist, thumbs up or thumbs down, rubbing the eyes, crossing one's legs, staring fidgeting, slumping in the chair or whatever makes no difference. Ever bodily or muscular movement sends a message-positive or negative [79]. Controlling gestures to make them meaningful helps

keep a prospect's attention. By watching their eye movement, you can tell whether they are really with you or thinking their own thoughts behind a polite stare [80].

One of the most important duties of salesperson in tourism is to provide marketing communication together with marketing actions. Also it is aimed to introduce the product or destination, the environment, the social responsibilities and the image of the establishment, increase the sales, create an image about the establishment and the product, and finally persuade the customers [81]. In other words, effective communication between the salesperson and customers very important to communicate in persuade process in tourism industry. Also, salesperson should cause the potential tourists to perceive that they will be satisfied after the sale, while tourism marketing is abstract marketing. From this point of view, the salesperson should cause the potential tourists to perceive that their holiday dream would be real by using body language, gesture and facial expression.

Customers expected from tourism establishments to behave themselves justly, honestly. When they understand that it isn't so, they will be hurt and begin to get suspicious about the establishment. Dealing justly is the most important issue for the customers. The immunity of the services increases the sensitivity of the customer on honesty issues. Reliance is also another important issue for the customer because tourism services are abstract and it isn't possible to evaluate the services before buying [82]. Also, trust on salesperson is also important issue for the customer. Customers will feel confidence on salesperson when they feel that the salesperson act honestly. The salesperson should cause to the customer to perceive confidence, in order to build up mutual confidence. Usually it is difficult to build this confidence just only using words, so using body language can increase the efficiency in building the confidence. Consequently, body language can be used as an effective tool to increase sales by salespeople.

Personal selling is an expensive technique but if it is performed well it can be used as an effective way to increase the sales. Finding talented personal isn't enough for effective personal selling, you should also give importance for the education of the salesperson [83]. Persuading skills of the salesperson should be very well. Communication takes an important role in the context of persuading skills. Sales in tourism sector depend on effective communication be-

tween potential tourists and salesperson. For effective communication compliance, gesture and facial movement, in other words body language of the salesperson is really important.

According to SAS (Scandinavian Airline System) managers, "10 million customers meet 5 SAS personal in a year. Every meeting continues 15 seconds. So SAS is creating again in a year for 50 million times. This 50 million meeting is defining the success or failure of SAS [84]. Making customers happy by using verbal and non verbal communication during these meetings will alert the customers to buy again. At this point of view it will be clearly appear that non verbal communication will be more effective then verbal communication in 15 seconds.

Personal selling is the most important sales promotion tool also for travel agencies. The most important factor in sales is salespeople. Intelligent, experienced, well informed salesperson is an obligation for travel agencies. A talented personal is the one who can turn a small interest into a big sale. On the other hand, a weak personal can be described as an anesthetic for whole travel agencies. The whole efforts on advertising and sales promotion can be blown up because of carelessness, roughness or absent service. For that reason salesperson should give confident to the customer and should know the product or service very well and should have the ability to advertise and sale the product or service [85].

The salesperson should also have the ability to understand the customer's desire and psychological state. The salesperson should have the ability to give enough and persuasive information to the customer [86]. Salespeople should have the ability to build up good communication and also should have the ability to use body language in order to understand the customer's desire and psychological state. Otherwise it wouldn't be possible to turn potential demand into real in tourism sector.

Personal selling is also very important for hospitality establishments. Personal selling is not only important to increase the sales for hospitality establishments but also to make contracts with travel agencies and tour operators. The contract managers of hospitality establishments, travel agencies and tour operators are working just like a salesperson and they do their best to make the most appropriate contract for their establishments. It is very important that people should use their communication skills and body language during this marketing and sale process.

The developments in information techniques, some destination's popularity, changes in customer behaviors, changes in the demand and the other factors shows to the establishments that the time is over to wait the customer. Whole this shows to the establishments that they should go and find the customer and then try to persuade them [87].

Conclusion

Tourism sector is an important industry in the world which is growing every passing year. Tourism revenues take an important place in lots of country's and region's economy. Increase the positive effects of tourism on balance of payments depends on increasing tourism revenues. For that reason it is important to increase the number of tourist that come to the destination.

The substantial growth of the tourism industry clearly raises a cutthroat competition in tourism industry. Cutthroat competition causes the tourism establishments to take new marketing strategies in order to satisfy the customers and create faithful customers. Because, creating faithful customers by increasing the satisfaction of current customers is a better way then work to gain new customers.

Personal selling along with product consideration are probably the most important elements within modern marketing [88].

Effective communication is essential in making a sale. Non verbal communication signals are an important part of the total communication process between buyer and seller. Professional sales representatives seek to learn and understand non verbal communication to increase their sales success [89].

Increasing the communications and long term relations with the customer, is a better way then lose the faithful customer who is created after long and difficult efforts. It is possible to say that body language is the golden key of effective communication while body language is increasing the efficiency of communication.

It is really difficult to orient people to an experience that people have never tasted before. For that reason the importance of personal selling in tourism industry is very big. The salesperson help to the potential customer, to give his/her holiday decision, with using body language, voice tune, gesture and facial expressions besides verbal communication.

Differently from other sectors there are travel agencies that are responsible for sale and market-

ing tourism products and services in tourism industry. The most sales of travel agency's constitute of personal selling. The personal, who is responsible for the sales, has an important mission in travel agencies. Holiday marketing is dream marketing. There is a direct proportion between the sale and salesperson's specialization. Especially, personal selling is a promotion tool that realize simultaneously. For that reason the performance of the salesperson plays an important role in the sales.

Salespeople who understand body language and put on a good show will walk away with more sales than their colleagues who speak only words [90]. So, the usage of body language besides verbal communication during the sale process is an effective application that will increase the sales. Some studies proved that the salesperson, who support his/her sale with body language, intonation, gesture and facial expression, makes more sales then the others and this causes eightfold more successful results then verbal communication. Consequently, there is nothing that a salesperson couldn't do with the usage of a smiling body language.

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