



ICT, Training and Effective Selling Skills in Marketing Education in Nigeria

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Abstract

The 21st century marketing environment is characterized by e-encounter. This phenomenon has tremendous implication for selling, which is now more competitive than ever. It is important that sales personnel should acquire relevant skills like the use of computer-based multimedia and interface network connections and this requires training and retraining in order to excel in all e-permeated market environments. With the internet, people can access information, buy and sell in any part of the world by means of e-commerce. Without specific relevant skills acquired vigorously through training, sales personnel will be left behind the voyage of competition. This paper focused on training, and effective selling skills acquired through ICT which are important elements in Marketing Education in Nigeria. It looked at the basic concepts and highlighted specific selling skills that sales personnel should acquire. As an empirical study, it had used the statistical tool of pearson product moment correlation analysis to ascertain the relationship between ICT training and retraining package in offering sellers the necessary selling skills for marketing. The following two hypotheses were formulated that: (1) There is no significant relationship between ICT training and retraining package in offering sellers the necessary selling skills in marketing. (2) There is no significant relationship between the use of ICT and marketing education in Nigeria. The hypotheses were tested at 0.05 level of significance. The findings were as follows: (i) Skills acquired through ICT for selling were valuable which motivated sellers to be more proactive and professional (ii) The use of ICT helped sales personnel to accept marketing education in the area of training and retraining (iii) Minority respondents, that is, twenty percent of sales personnel had initial problems of understanding the use of ICT therefore they did not see any relationship between ICT skills and sales. The study made some conclusion, and recommended that sales personnel should be exposed more to interface networking.