International Academic Institute for Science and Technology

International Academic Journal of Business Management
Vol. 9, No. 2, 2022, pp. 10-21.

ISSN 2454-2768

International Academic Journal of Business Management

www.iaiest.com

Role of Direct Marketing Techniques in Sales Excellence: A Case Study in Iraqi State Company for Rubber and Tires Industries

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Abstract

Purpose of this study is to show importance of direct marketing with its four techniques: mail, telephone, catalogues, and YouTube, and to know their impact on sales excellence of company. Personal interviews were conducted with (48) managers in Iraqi State Company for Rubber and Tires Industries, and their answers were analyzed statistically on a questionnaire, the results are strong relationships between variables examined and they offer many advantages to industrial companies. This study attempts to contribute to supporting literature on marketing and providing advice on marketing company's products in a more efficient by highlighting importance of direct marketing for company and the extent of its contribution to achieving sales excellence for its products in the market in which it operates its products in order to be able to deliver the product directly to customers without the intervention of a third party between company and customer in order to achieve competitive advantage by increasing its sales volume, increasing its market share and improving its position in its current industry.

Keywords: Direct Marketing, Sales Excellence, Mail, Telephone, Catalogues, and YouTube Marketing.

DOI:10.9756/IAJBM/V9I2/IAJBM0907
Received:02 June 2022/Accepted:20 June 2022/Published:08 July 2022

Introduction

Market has witnessed major changes in all fields that prompted companies to increase interest in exploiting the marketing opportunities available to them, expanding consumer interest, and how to differentiate and advance strategies to gain consumer loyalty in the long term (Wei et al, 2021). Our time is to achieve that goal, which includes a number of techniques, including mail, telephone, catalogues, and YouTube (Hua et al, 2022). Role of salesmen who intensified their interest in learning skills to enhance the efficiency of direct marketing and stimulate sales excellence for company, the Internet and other information-based methods have become one of the most important tools in obtaining the necessary information about consumers (Sripathi and Ramadevi, 2022). However, it is noticeable that the use of direct marketing is still in beginning, as many companies are still ignorant of what direct marketing is, what its methods are, and what it can achieve for company from the great benefits and positives (Gentsch, 2019). Therefore, this topic is addressed in order to verify the role played by direct marketing with its methods in identifying sales excellence, and a procedural scheme has been prepared aimed at clarifying the nature of the researched relationships between direct marketing techniques (first main independent variable) and sales excellence (second main approved variable) as well. A number of related hypotheses were formulated with the aim of field testing in Iraqi State Company for Rubber and Tires Industries.

Theoretical Approach

Direct Marketing

Direct marketing uses various strategies in its application to communicate directly with customers and is characterized by being highly flexible as it allows immediate reactions to product, it is defined as an interactive marketing system that uses one or more promotional mixes to influence future consumers in a specific geographical area, therefor noted that it includes relational marketing in relationship between customer and company (Alanen, 2016). Direct marketing includes database management, direct sales, telemarketing, advertisements through direct mail, internet, and many other tools, with increased use of world wide web the use of direct marketing through e-mail increased, which led to a reduction in cost and an increase inefficiency (Armstrong et al, 2018). It is noted that most of the leading companies use direct marketing and have a special section for direct marketing (Prasad et al, 2017). As a method of marketing communication that has been adopted for a long time and uses many types of tools in its applications such as catalogs, direct selling, mail by phone, and e-mail which is the most common of these tools (Huynh and Duong, 2022). Direct marketing attempts to gain and retain customers through contacting them without intermediaries, it involves distributing products, services, information, and promoting a commodity with the aim of interactive communication with consumers, it was used through advertising media agency, which allows company to reach customers outside sales environment (Widya et al, 2021). It has a positive impact on company's customers, those organizations must establish good relationships with customers based on satisfying their needs and requests, essence of direct marketing is based on fact of understanding needs of customers before carrying out any marketing action (Karaxha et al, 2016). The needs and desires are shaped by the customer community, where marketing can be considered as determining the creation of communication, providing and controlling customer value, whatever direct marketing is a way for company to market their products and it has many similarities with other types of marketing in terms of being a process of setting goals, planning, researching, and implementing marketing (Bigler and Kammermann, 2022). Direct marketing helps organizations eliminate waste by identifying those customers who will find the company's message appropriate for them and communicating with them alone and eliminating much of the waste inherent in other forms of advertising, which makes it cost effective (Yun et al, 2021). Importance of direct marketing as a complementary tool to marketing management on one hand, and promotional mix tools on other hand (Zhang, 2019): firstly it reaching target customers in a quick, practical, and scientific way with well-thought-out sales and psychological results, secondly it attempting to link quickly and directly with target audiences at appropriate times and through technological means related to their daily lives, thirdly it deepening concepts of social and humanitarian responsibility with target audiences by participating in receiving their tendencies and desires in a convincing manner and transferring them to concerned parties in provision of goods and services to work on satisfying them in an organized manner that respects their feelings, humanity, and rights (Griffin et al, 2015). Direct Marketing carrying out two marketing functions, namely promotion, and distribution at the same time, it is used to attract customers and increase desire to buy, it is also used to finalize sales procedures, transfer of ownership, payment, and collection (Ibrahim et al, 2020). It can sometimes be used to conduct a two-way conversation with customer, learn his opinion about product, invite him to enter a promotional program or attract him to visit the exhibitions and stores of facility, or simply to build a database on customers, therefore, direct marketing is characterized by reducing costs and expenses, and this leads to a decrease in

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selling price, due to absence of intermediaries and single dealers (Teahan, 2015). Direct marketing has main four techniques that are mail, telephone, catalogues, and YouTube.

- **Mail:** It is a marketing technique based on distributing items whether goods or services through a postal system to selected addresses (home or work), most mail is distributed to customer unknown from company while there is a possibility that some of clients have already used a product of that company, a recipient of this mail is weary (Arora et al, 2020). Mail is known that marketing through direct mail in past years decreased somewhat but its impact is still real in world of marketing as it covers nearly a quarter of marketing operations, it has been proven that majority of consumers prefer getting their products or product and service offerings through mail more than any other type of channel including newspaper and online advertisements (Solomon et al, 2021). It can be defined as a means that includes any type of information sent to the target customer and therefore it is a personal and moral advertising method sent by mail, and mail is widely used to contact both consumer and industrial markets (Christian et al, 2021). Mail marketing means that the producing company sends the sales offer to the target respondent, who can respond in turn and send the purchase order via mail as well, a common types of mail are fax mail, e-mail, and voice mail.
- **Telephone:** It is one of most used techniques in direct marketing communications, and use of telephone with current or prospective customers is based on convincing them of offers presented and urging them to deal with company (Ejikeme, 2020). As many clients welcome offers presented to them, especially if they are well planned in terms of time, style, and quality, and has been rejected for what some think are annoying and inappropriate (Kevin and Joe, 2021). Through phone call, product can achieve many benefits, most notably knowing customers' reactions to test models of its products, where producer can make some improvements to develop his products before reaching a specific customer (Belda-Medina, 2022). After achieving phone contact with customer and documenting his preferences regarding purchase order, telesales is one of the direct marketing communication tools, and it is used with current and potential customers to convince them of organization's products and urge them to deal with it (Kerin and Hartley, 2020).
- **Catalogues:** It is a direct marketing method that uses paper, visual and electronic publications that are mailed to selected customers, available in stores, or provided on-line through websites, with spread of internet, more catalogs are transformed (Rocha et al, 2020). Electronic catalogues with print were added to promotional mix of company, and direct marketing, including catalogues and electronic marketing, changed the face of competition between retailers, as site no longer retains same competitive advantage that it had (Moran et al, 2022). Technologies, media, and communication have become more digital, and companies must track changes and consider how to digitize their work, organizations usually respond to these changes by having a mix of traditional and digital media, communications, and business (Thogersen, 2021). There is a necessary integration among traditional media including print, radio, television, media, telephone, direct mail, catalog marketing and billboards, with digital media including internet, mobile devices, digital newspapers, magazines, digital radio, digital television (Moorman et al, 2019). Internet has provided catalogues with an additional sales tool that enhances their catalog printing and helps them cope with a slowing economy and increasing postal costs, catalogues are facing increasing challenges and need to renew their infrastructure in order to develop a profitable business model that focuses more on channel convergence as they face many challenges including parcel delivery costs distribution, high customer expectations, and difficulty securing capital (Kotler et al, 2018). Today, catalogues are fully accepted as an additive sales tool for digital marketing, it become display interface for company, so the new product must appear in a prominent place within catalogues with phrase new written in a large and distinctive way to attract attention and be known (El-Dameh and Ghadeer, 2019). Catalogues are a form of direct marketing where a seller prepares catalogs of goods or products and sells them directly to customer, they are generally in print but can also be distributed on CDs, however, mail-order catalogues is divided into two parts that are traditional mail-order catalogues and modern mail-order catalogues (Katole, 2020). It is believed that when catalogues are implemented correctly, consumers interact with it and this can greatly help in brand building and enhancing consumer purchases especially in today's world where all something on the Internet is very popular, contrary to popular belief that catalogs are dying out (Lopez and Munoz, 2021).
- **YouTube:** YouTube Marketing is a technique that includes creating and uploading videos on YouTube to promote a brand or product and gain more visibility, company and customer can communicate through comments on YouTube video post. This helps company to increase traffic, increase its customer base, and reach new audiences, YouTube is the second most visited website in world after Google and brings many benefits to marketing activities nowadays (Bhatti, 2018). The platform is not just a popular entertainment channel but a powerful marketing tool and companies can develop YouTube advertising channels to help them get more views from new geographies, promote a product or company, build a large customer base, increase sales, and improve

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the image of company's brand (Gao et al, 2020). YouTube is a popular educational platform for how to properly use the product and through it company can achieve greater exposure, which expands its customer base, especially if company creates detailed tutorials, live broadcasts, guides and lessons, and this marketing technique is much cheaper than paid ads on facebook and instagram (Mainak and Arnaud, 2021). One of the main benefits of YouTube marketing is that the platform is one of most effective marketing channels, optimizing keywords in titles, creating tutorials, comments, product reviews, and video listings allows company to achieve higher viewing and reach new audiences, especially if content includes necessary keywords in title and description (Jose, 2022). To make it easier for all customers who search for information in a particular video to find and stay in channel and buy product are advertising, adding tags and company logos to videos enables companies to improve brand awareness as videos appear in google search results as providing companies with more visibility and an opportunity to bring in more potential customers (Nguyen et al, 2019). Since YouTube is an international company, it enables brands across world to reach new geographies and platform helps in attracting leads from different countries who speak the same language. Main advantage of YouTube is that it provides an opportunity to effectively promote any business, do this by creating and posting content on their channel or displaying pre-roll ads on platform and getting audience's attention (Zhiguo et al, 2020).

Sales Excellence

Contemporary companies work in businesses whose environment is characterized by high mobility, rapid change and intense competition, which requires them to adapt their main and subsidiary activities to help the company achieve superiority over its competitors in market and stay in industry in which it operates (Ramdani et al, 2021). Competitive position in market and company's exploitation of its unique strengths in performance of its activities and operations to create value that competitors cannot imitate (Anjala et al, 2021). Sales excellence means that company offers products that exceed customer's expectations in a distinguished manner through learning capabilities, market control, and reaching new methods of performing activities and satisfying customer to keep it for a period of time (Lamb et al, 2018). Sales excellence is of great importance because it contributes to company's survival and continuity for longest possible period in an environment characterized by intense competition, it supports mental position of company's brand, maintains its market share, maximizes quality of its products, and helps it possess strategic resources and competencies and achieve distinction over competitors (Wei, 2020). Sources of sales superiority for company are represented in perceived value of customer, strategy of entering and exiting market, information derived from market, uniqueness in performance, strategic capabilities, and getting close to customers and getting to know them (Rajagopal, 2020). Most researchers in field of marketing agree that company's sales superiority has three bases they are: customer satisfaction, customer value, and customer retention.

- Customer satisfaction: It means customer's evaluation of product's performance and his obtaining happiness or disappointment as a result of experience resulting from accumulation of experience, revenues, profits and maintaining market share (Xu et al, 2021). Some studies have confirmed that increasing customer satisfaction with company's products after use leads to an increase in loyalty to company and repeating purchase process for same product (Onhi et al, 2022). Accordingly, customer satisfaction is result that customer reaches through his evaluation of a specific exchange process, product meets the needs and desires of customer, more satisfied he is, and then his loyalty to company and its products (Morauszki and Attila, 2015).
- Customer value: It means a value that customer obtains as a result of his dealings with company, he obtains product in addition to perceived risks, as customer always seeks to reap the maximum benefit in return for costs he pays to obtain a product (Ladyzynski et al., 2019). When making purchasing decisions, consumers typically compare perceived value of similar products and then choose those with highest life value for customer among all offers available in market. Because each consumer has a unique set of needs, wants, and resources, no two consumers will place the same value on the same product, highest quality of products does not necessarily mean highest consumer value (Sundareswaran et al, 2022). When creating value for customer, company needs to take into account several considerations: *First*: consumers evaluate value in two stages: before purchase and after purchase, *second*: value is perceived at different levels so it must be delivered at different levels, *third*: consumer value means different things to different customers (Andres and Juan, 2022). Customer value is a statement explaining why potential customers benefit from purchasing a particular product and that it is the cornerstone of an effective marketing strategy, Therefore, company should make value propositions for its products, value proposition usually consists of a short text that includes a headline and subtitle and a single paragraph of text or image and graphics (Lim et al, 2022). It clearly explains value, describes the benefits of the product, and tells potential customers why they should choose the company's product over other competitors' products.

DOI:10.9756/IAJBM/V9I2/IAJBM0907
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- Customer retention: Company's success depends largely on its ability to achieve satisfaction of its customers and thus build a solid base of loyal customers (clienteles), they are one of important sources in attracting new customers through their positive opinions and suggestions that affect other customers (Amankwah and Asare, 2019), and that customer retention and satisfaction must be focus of all company operations, not just the marketing process, as it is not possible to distinguish between those who work in marketing department and those who work in rest rather, a main focus should be customer service, and maintaining it means continuity of company and its survival in industry in which it operates (Marzouk et al, 2022). Customer retention can be defined as all activities that guarantee to reduce or limit a leakage of customers to other competing companies through application of strategies and programs that encourage existing customers to deal with company and encourage and motivate others to deal with it as well to become good clienteles (Snyder et al, 2022).

Purpose of Study

Business company try to maximize their sales, and perhaps the most important way to achieve this is sales excellence, which dispenses with no intermediaries and links company directly with its customers by direct marketing techniques.

Method

Hypotheses of research were formulated as follows:

1) There is a significant correlation between mail technique (X1) and sales excellence (Y).
2) There is a significant correlation between telephone technique (X2) and sales excellence (Y).
3) There is a significant correlation between catalogues technique (X3) and sales excellence (Y).
4) There is a significant correlation between YouTube technique (X4) and sales excellence (Y).
5) There is a significant correlation between direct marketing techniques (Xi) and sales excellence (Y).
6) There is a significant effect of direct marketing techniques (Xi) in sales excellence (Y).
7) There is a significant effect of mail technique (X1) in sales excellence (Y).
8) There is a significant effect of telephone technique (X2) in sales excellence (Y).
9) There is a significant effect of catalogues technique (X3) in sales excellence (Y).
10) There is a significant effect of YouTube technique (X4) in sales excellence (Y).

The research attempts to verify the validity of its hypotheses through the statistical correlation and regression coefficients. The idea of the research can be clarified in figure (1).

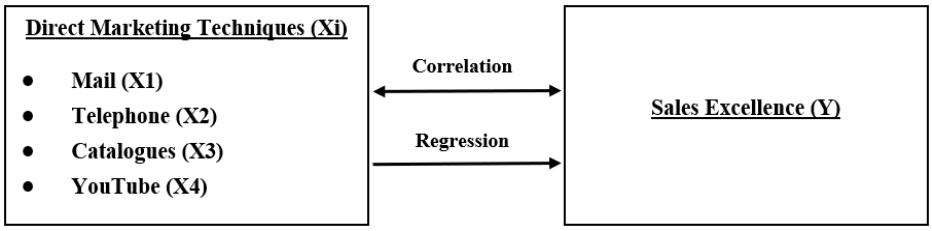


Figure 1: Procedure Chart of Research

For purposes of research, data was unloaded and analyzed through (SPSS) program to carry out analysis process and achieve objectives set in framework of research, as a case study was adopted in *Iraqi State Company for Rubber and Tires Industries*, which is one of formations of Ministry of Industry and Materials specialized in manufacture of car tires and rubber products, its official headquarters is located in Iraq, city of Najaf. This company was established in 2015 after merging two Iraqi companies, General Company for Rubber Industries and General Company for Tire Industry, where company includes three factories (Babel Tire Factory and Tire Factory Diwaniyah and Rubber Products Factory). The company aims to support and support the auto industry locally, in addition to filling part of the market need and localizing the rubber industries in Iraq, as well as employing manpower in various specializations, which contributes to improving the financial indicators of the Ministry and the sustainability of the production process of company's factories. Company also aims to improve environment by withdrawing used tires and returning its work is to be used in the production of recycled rubber, as company aspires to find an investment opportunity to supply required to achieve marketing plan and to engage in a joint activity with one of the companies specialized in the tire industry. Company offers following product mix: *first product line* is saloon vehicle tires, medium-carrying vehicle tires of both types, radial and mesh, heavy load tires for large trucks, agricultural tractor tires and aircraft tires, *second product line* is inner tubes for tires and all types of vehicle tires, and *third product line* is recycled rubber and the crushed rubber manufactured from spent tires. *Fourth product line* are various rubber products include rubber sheets, rubber belts, thermal hoses, and low-density polyethylene tubes, as well as rubber goods including rubber spare parts

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Received:02 June 2022/Accepted:20 June 2022/Published:08 July 2022

for machines and equipment, rubber gaskets, protectors, floors, rubber screens, air spacers, traffic bumps and tartan rubber. The research uses the arithmetic mean, the standard deviation, the average relative weight, and the order of importance for opinions of researched sample according to their answers. Research relied on the (Likert) five-point scale in the answers of the sample surveyed amounting to (48) managers on the paragraphs of questionnaire form that were prepared specifically for this research. The statistics were relied on (arithmetic mean, standard deviation and mean relative weight) for the studied variables using SPSS V.23 program, as shown in Table (1).

Table 1: Frequency of Answers for Researched Sample (N=48)

Paragraph content		Totally Agree		Agreed		Neutral		Not Agree		Not Totally Agree		Arithmetic Mean	Standard Deviation
		No.	%	No.	%	No.	%	No.	%	No.	%		
Mail (X1)	Company has an email address that is known to all customers in market.	3	6.3	39	81.3	3	6.3	3	6.3	0	0	3.96	0.606
	Company is keen that its email is managed by skilled and trusted employees who have professional business management qualifications.	3	6.3	36	75.0	8	16.7	1	2.1	0	0	3.85	0.545
	Company conducts business deals through its e-mail.	4	8.3	38	79.2	3	6.3	3	6.3	0	0	3.90	0.627
	Company benefits from its regular e-mail in field of maximizing its sales.	10	20.8	30	62.5	4	8.3	4	8.3	0	0	3.88	0.798
	Overall Average											3.89	0.644
	Availability of mail technique											%84.93	
	Gap Size in Iraqi State Company for Rubber and Tires Industries											%15.07	
Telephone (X2)	Company subscribes to landlines and has a unique number that is easy for customers to memorize.	4	8.3	31	64.6	7	14.6	6	12.5	0	0	3.69	0.803
	Company employs skilled female employees to answer phone calls from customers.	4	8.3	34	70.8	6	12.5	4	8.3	0	0	3.79	0.713
	Company's management believes that providing a phone number and a mobile number to customers will enhance its sales.	2	4.2	36	75.0	4	8.3	6	12.5	0	0	3.71	0.743
	Company is keen to respond and answer all phone calls it receives from its current and potential customers.	5	10.4	36	75.0	3	6.3	4	8.3	0	0	3.88	0.703
	Overall Average											3.76	0.740
	Availability of telephone technique											%79.15	
	Gap Size in Iraqi State Company for Rubber and Tires Industries											%20.85	
Catalogues (X3)	Company has illustrative catalogs for all its products.	15	31.3	31	64.6	1	2.1	1	2.1	0	0	4.25	0.601
	Company is keen to print its product catalogs with high quality in terms of	2	4.2	38	79.2	4	8.3	4	8.3	0	0	3.79	0.651

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	smooth papers and clear images.												
	Company presents its marketing offers by distributing product catalogs that include all the details that customer needs.	**10**	**20.8**	**31**	**64.6**	**5**	**10.4**	**2**	**4.2**	**0**	**0**	**4.02**	**0.699**
	Company participates in public events and considers it an opportunity to distribute its product catalogs in form of corporate gifts during those parties.	**7**	**14.6**	**38**	**79.2**	**2**	**4.2**	**1**	**2.1**	**0**	**0**	**4.06**	**0.522**
	Overall Average											**4.03**	**0.618**
	Availability of catalogues technique											**%89.63**	
	Gap Size in Iraqi State Company for Rubber and Tires Industries											**%10.37**	
YouTube (X4)	**Company conducts research and studies on the trends and behaviors of potential customers in market.**	**11**	**22.9**	**29**	**60.4**	**6**	**12.5**	**2**	**4.2**	**0**	**0**	**4.02**	**0.729**
	Company's senior management supports providing services to customers electronically.	**9**	**18.8**	**33**	**68.8**	**4**	**8.3**	**2**	**4.2**	**0**	**0**	**4.03**	**0.668**
	Company is interested in publishing its advertisements and activities on its website.	**10**	**20.8**	**31**	**64.6**	**6**	**12.5**	**1**	**2.1**	**0**	**0**	**4.04**	**0.651**
	Company provides facilities related to clarifying its services and ways to obtain them through video recordings that are published on YouTube.	**4**	**8.3**	**35**	**72.9**	**5**	**10.4**	**4**	**8.3**	**0**	**0**	**3.81**	**0.704**
	Overall Average											**3.98**	**0.688**
	Availability of YouTube technique											**%84.38**	
	Gap Size in Iraqi State Company for Rubber and Tires Industries											**%15.62**	
Sales Excellence (Y)	**Company's management believes that competition between companies in market depends on degree to which company knows preferences of its customers.**	**5**	**10.4**	**40**	**83.3**	**1**	**2.1**	**2**	**4.2**	**0**	**0**	**4.00**	**0.546**
	Company makes sure that its products are of high quality compared to competitors.	**9**	**18.8**	**30**	**62.5**	**5**	**14.6**	**3**	**6.3**	**1**	**2.1**	**3.93**	**0.857**
	Company diagnoses competitive position in market by means of a SWOT analysis.	**2**	**4.2**	**38**	**79.2**	**5**	**10.4**	**3**	**6.3**	**0**	**0**	**3.79**	**0.607**
	Company takes into account the ability of its customers and prices of competing products in pricing process.	**7**	**14.6**	**29**	**60.4**	**9**	**18.8**	**3**	**6.3**	**0**	**0**	**3.83**	**0.753**

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	Company has advanced sources of information on its competitors.	**3**	**6.3**	**38**	**79.2**	**4**	**8.3**	**3**	**6.3**	**0**	**0**	**3.85**	**0.618**
	Company relies on the market intelligence system in the field of forecasting the expected sales in future.	**4**	**8.3**	**35**	**72.9**	**5**	**10.4**	**4**	**8.3**	**0**	**0**	**3.81**	**0.704**
	Company adopts modern marketing patterns for its products in line with the quality of contemporary technologies.	**1**	**2.1**	**32**	**66.7**	**6**	**12.5**	**9**	**18.8**	**0**	**0**	**3.52**	**0.825**
	Company dedicates teamwork methods and team spirit among its members for purpose of creating opportunities to excel in industry.	**4**	**8.3**	**32**	**64.6**	**5**	**10.4**	**7**	**14.6**	**0**	**0**	**3.69**	**0.829**
	Company owns an electronic communication network that connects all its branches to enable it to carry out its marketing operations easily.	**5**	**10.4**	**38**	**79.2**	**2**	**4.2**	**3**	**6.3**	**0**	**0**	**3.94**	**0.633**
	Company seeks to possess full knowledge of marketing operations of its competitors in market.	**9**	**18.8**	**29**	**60.4**	**5**	**10.4**	**5**	**10.4**	**0**	**0**	**3.88**	**0.841**
	Company focuses on studying the various factors that affect success or failure of its main and subsidiary objectives.	**6**	**12.5**	**36**	**75.0**	**2**	**4.2**	**4**	**8.3**	**0**	**0**	**3.92**	**0.710**
	Company has professional experts in developing creative ideas in the field of marketing.	**4**	**10.4**	**38**	**79.2**	**3**	**6.3**	**3**	**6.3**	**0**	**0**	**3.90**	**0.627**
	Overall Average											**3.837**	**0.712**
	Availability of Sales Excellence											**%82.13**	
	Gap Size in Iraqi State Company for Rubber and Tires Industries											**%17.87**	

Results

It is noted from table (1) that direct marketing techniques and sales excellence have obtained well-weighted averages, which indicates their application and presence in Iraqi State Company for Rubber and Tires Industries. It is shown in Table (2), which shows that (catalogues technique) came in the first order and that (telephone technique) came in the last order.

Table 2: Ranking the Importance of Direct Marketing Techniques

Direct Marketing Techniques	Arithmetic Mean	Standard Deviation	Rank the Importance
Mail	**3.89**	**0.644**	**3**
Telephone	**3.76**	**0.740**	**4**
Catalogues	**4.03**	**0.618**	**1**
YouTube	**3.98**	**0.688**	**2**

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The statistical analysis program (SPSS) was used for the purpose of extracting the correlation coefficients between direct marketing techniques and sales excellence, and the results of the analysis appeared as in table (3).

Table 3: Results of the Correlation Coefficients between Direct Marketing Techniques and Sales Excellence

Independent Variables	Mail	Telephone	Catalogues	YouTube	Direct Marketing Techniques	Indication Level
Dependent variable (Sales Excellence)	0.630	0.436	0.752	0.736	0.775	0.000
	Correlation is significant at the 0.05 level (N=48).					

It is clear from table (3) that is indicates correlations among investigated variables, allowing transition to measure effect relations among those variables by calculating the regression coefficients using the statistical analysis program (SPSS), which is shown in table (4).

Table 4: Results of Regression Coefficients for Direct Marketing Techniques on Sales Excellence (N=48)

Dependent variable	Independent variables	Value of marginal slope coefficient (β)	Computed (T) value	Tabular (T) value	Coefficient of determination (R2)	computed (F) value	Tabular (F) value	Indication type
Sales Excellence	Mail	2.572	5.503	1.846	0.397	30.279	4.048	Significant
	Telephone	1.397	3.290		0. 191	10.825		Significant
	Catalogues	2.888	7.734		0. 565	59.808		Significant
	YouTube	2.014	7.375		0. 542	54.398		Significant
	Direct Marketing Techniques	0.775	8.322		0. 601	69.251		Significant

Discussion

From the results in table (2) and table (3) it is possible to reach the following:

1) Hypothesis test (*there is a significant correlation between mail technique and sales excellence*), the calculated value of correlation coefficient between (mail technique) and (sales excellence) reached (0.630), and indicates existence of a strong direct positive correlation relationship between the two variables at the significance level (0.05) and accordingly *the hypothesis is accepted*.
2) Hypothesis test (*there is a significant correlation between telephone technique and sales excellence*), the calculated value of correlation coefficient between (telephone technique) and (sales excellence) reached (0.436), and indicates existence of a poor direct positive correlation relationship between the two variables at the significance level (0.05) and accordingly *the hypothesis is accepted*.
3) Hypothesis test (*there is a significant correlation between catalogues technique and sales excellence*), the calculated value of correlation coefficient between (catalogues technique) and (sales excellence) reached (0.752), and indicates existence of a strong direct positive correlation relationship between the two variables at the significance level (0.05) and accordingly *the hypothesis is accepted*.
4) Hypothesis test (*there is a significant correlation between YouTube technique and sales excellence*), the calculated value of correlation coefficient between (YouTube technique) and (sales excellence) reached (0.736), and indicates existence of a strong direct positive correlation relationship between the two variables at the significance level (0.05) and accordingly *the hypothesis is accepted*.
5) Hypothesis test (*there is a significant correlation between direct marketing techniques and sales excellence*), the calculated value of correlation coefficient between (direct marketing techniques) and (sales excellence) reached (0.775), and indicates existence of a strong direct positive correlation relationship between the two variables at the significance level (0.05) and accordingly *the hypothesis is accepted*.
6) Hypothesis testing (*there is a significant effect of direct marketing techniques in sales excellence*), the results of simple regression analysis indicate that there is a significant effect of direct marketing techniques on sales excellence at two degrees of freedom (1 and 46) and the level of significance (0.05), as calculated (F) value reached (69.251) which is greater than its tabular value (4.048), and it reached value of coefficient of determination (R^2) (0.601) and by following (β) coefficients and (T) tests for them, it was found that the calculated (T) value amounted to (8.322) which is greater than its tabular value (1.846), and accordingly *the hypothesis is accepted*.
7) Hypothesis testing (*there is a significant effect of mail technique in sales excellence*), the results of simple regression analysis indicate that there is a significant effect of mail technique on sales excellence at two degrees

DOI:10.9756/IAJBM/V9I2/IAJBM0907
Received:02 June 2022/Accepted:20 June 2022/Published:08 July 2022

of freedom (1 and 46) and the level of significance (0.05), as calculated (F) value reached (30.279) which is greater than its tabular value (4.048), and it reached value of coefficient of determination (R^2) (0.397) and by following (β) coefficients and (T) tests for them, it was found that calculated (T) value amounted to (5.503) which is greater than its tabular value (1.846), and accordingly *the hypothesis is accepted*.

8) Hypothesis testing (*there is a significant effect of telephone technique in sales excellence*), the results of simple regression analysis indicate that there is a significant effect of telephone technique on sales excellence at two degrees of freedom (1 and 46) and the level of significance (0.05), as calculated (F) value reached (10.825) which is greater than its tabular value (4.048), and it reached value of coefficient of determination (R^2) (0.191) and by following (β) coefficients and (T) tests for them, it was found that calculated (T) value amounted to (3.290) which is greater than its tabular value (1.846), and accordingly *the hypothesis is accepted*.
9) Hypothesis testing (*there is a significant effect of catalogues technique in sales excellence*), the results of simple regression analysis indicate that there is a significant effect of catalogues technique on sales excellence at two degrees of freedom (1 and 46) and the level of significance (0.05), as calculated (F) value reached (59.808) which is greater than its tabular value (4.048), and it reached value of coefficient of determination (R^2) (0.565) and by following (β) coefficients and (T) tests for them, it was found that calculated (T) value amounted to (7.734) which is greater than its tabular value (1.846), and accordingly *the hypothesis is accepted*.
10) Hypothesis testing (*there is a significant effect of YouTube technique in sales excellence*), the results of simple regression analysis indicate that there is a significant effect of YouTube technique on sales excellence at the two degrees of freedom (1 and 46) and the level of significance (0.05), as calculated (F) value reached (54.398) which is greater than its tabular value (4.048), and it reached value of coefficient of determination (R^2) (0.542) and by following (β) coefficients and (T) tests for them, it was found that calculated (T) value amounted to (7.375) which is greater than its tabular value (1.846), and accordingly *the hypothesis is accepted*.

Conclusion

Sales excellence for company is achieved in event that it overcomes companies that compete with it in same industry, and that company's survival and growth is a firm goal that cannot be waived Which enhances its market share and raises its sales levels more than its competitors in the market. The research found that community's use of YouTube technique has grown, and accordingly, it is considered most important technology in our time to market products of business companies, including Iraqi State Company for Rubber and Tires Industries and that YouTube technique is inexpensive compared to the returns that are achieved from it is used in field of marketing, provided that illustrative videos are filmed of the positive characteristics of the company's products and in a charming artistic and cinematic style so that it contributes to strengthening the company's brand and its position in mind of customer even if he does not buy company's products. Mail technique can offer many advantages to company because it is inexpensive and only involves hiring workers to receive messages from customers by e-mail and regular mail and then transfer company's useful messages to the concerned parties within the company's structure. Telephone technique can provide company with quick access to potential customers, especially in the current mobile communications era, as most people have a mobile phone to call any number they want, which presents potential sales opportunities for company under pretext of answering customer inquiries. Catalogues technique can provide company with a high level of confidence towards the customer because the catalogs are printed official papers that show characteristics of product and can include company's procedures and obligations such as compensation for damage, maintenance and warranty. The research recommends that company should adopt a mixture of direct marketing techniques and not be satisfied with relying on only one technique and neglecting rest of techniques because each technique has different advantages over other techniques, and so with integration of company's focus on full use of direct marketing techniques represented by mail, telephone, catalogues and YouTube, it can overcome its competitors, achieving sales excellence at level it aspires to, increasing efficiency of its marketing capacity and enhancing its profits.

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