

## AGGRESSIVE SELLING AND ITS IMPACT ON FINANCIAL PERFORMANCE OF A COMPANY

*Asad Ali & Mohd Faisal Afridi*

*Assistant Professor, Al-Barkaat Institute of Management Studies (ABIMS), Aligarh, Uttar Pradesh, India*

**Received: 18 Nov 2019**

**Accepted: 22 Nov 2019**

**Published: 30 Nov 2019**

### ABSTRACT

*Manufacturers make many efforts to sell products in markets. Various methods used to increased sales volume for the products, it is called aggressive selling or offensive selling. On the other hand, when the sales efforts which a manufacturer makes to retain his customers i.e. to protect his already established market against his competitors is termed as defensive selling. This tool is widely acknowledged as a determinant of sound financial performance of a company. This study tries to find the link between the two variables. In order get insight data was collected from 50 senior managers and analyzed through Lisrel 8.80. the results shows significant impact of aggressive selling on financial performance of a company.*

**KEYWORDS:** *Aggressive Sales Promotion, Financial Performance, Return on Assets, Investment and Earning Returns, Marketing*