

CHAPTER V

CONCLUSIONS AND SUGGESTIONS

5.1 Conclusions

Having analyzed the data, conclusions are drawn as the following

(1.) Exchange Structure of sales executive automobile in this research is discussed based on successful sales and unsuccessful sales. Successful sales means the sales Executive is succeed in selling Automobile to others. And vice versa unsuccessful sales means the sales executive is not succeed in selling automobile.

The patterns of successful sales executive proceeds as (a) Warmer and friendly greeting. (b) Break the ice/ make the situation in two ways communication. (c) Knows the need of the customer/ what type of Automobile is needed. (d) Service of satisfaction. (e) Suggesting the customer to decide with convincing

(2.) The patterns of successful sales executive is realized in the way of the customer response what the Sales gave to the customer which is called buying signal. If the Sales can read this signal, then the Sales may proceed to dig more information about when and to whom the car will be bought. Then continue to suggest with convincing until finally deal.

(3.) The patterns of successful sales executive is realized in the way they are because for everybody who are going to buy an automobile should know the benefit or the selling point of the automobile; it could be a high reselling price; or could be the amount of workshop availability for the parts. And it can be denied that someone who are going to buy an automobile need to be assured or convinced by the Sales Executive in making the decision to buy the automobile.

5.2 Suggestions

In relation to the conclusion, suggestions are staged as the following:

1. It is suggested that firstly this study be applied by the sales person by what they can market their product successfully.
2. For further research, this research could be a resource for others who want to study about the exchange structure of sales executive automobile.
3. This research could be a resource for others to practice English Structure

Conversation analysis in Selling Automobile context.