

CHAPTER I

INTRODUCTION

1.1. The Background of The Study

Sales Executive is very important because Sales Executive or Salesman is like the sharp point of javelin for each company. Sales Executive can improve the company's profit especially in automobile the company of Automobile.

The succeed of a company is getting better if those Sales Executives has the skill in selling the product. As car is not a cheap thing that can be bought by every single layer of society.

One who order automobile is the group of society which are able to earn a high wages or high payment, this group of people is called middle and up class. Therefore a Sales Executive should be able to offering the product to the Customer or potential buyer. But in fact those Sales Executive are not prepared with those skills by the company which hire them before those Sales Executive doing his job.

As what Wibowo and Kusrianto (2011) say, there is lots of Sales Executive that is placed without given any knowledge about how to sell and to deal with people meanwhile in other side the company hope that the Sales Executive will learn it by doing Sales Activity when meet people or potential buyer.

One of the primer skills that a Sales Executive should have is understanding the Exchange Structure and how to place the Exchange Structure in

the conversation when offering the products so the customer or potential buyer is interested and willing to order an Automobile.

But, practically, those Sales Executive often fails in introducing or promoting the products that are going to be sold. More often in a purpose to sell Automobile, those Sales Executive is rejected in the very beginning of the presence of the Sales Executive or in other words the Customer is not interested.

For example:

Move		Exchange Structure
$\left\{ \begin{array}{l} \text{da} \\ \text{a} \end{array} \right.$	Sales Customer	: ko, dari Suzuki (handing the brochure) : bo tiaw, (with uninterested attitude, appearing in ignoring the presence of the Sales Executive by continuing doing his activity)

From the Conversation above, it can be seen that the Sales Executive is rejected possibly because of many things, for example the customer is just opened his shop as usual habit early in the morning, or it could be the Customer is very busy and does not want to be disturbed. Or perhaps the Sales' Gesture is impolite without using any greeting or any polite words that most of people would love to.

One thing needed to be concerned besides Exchange Structure is the situation of the Customer's field. Customer used to welcome the Sales in a quiet time (when there is no any Sales Activities that is done by the Customer, for instance the Customer is a merchant or the man who run a shop that sells some goods).

Actually, if the Sales Executive doing some steps such understanding the Customer's situation he might not be rejected. Besides the Sales Executive should probably dressed nicely and looking good to ensure the Customer that the

Sales Executive is a professional one which can be seen in dressing which could emphasize a polite gesture and make the Sales Executive seem elegant and trustworthy.

Most of the people love to be positioned as a buyer. Just few love or are willing to be placed as a Salesman or in this case Sales Executive. This is happening because some who are trying to sell a good, find it tough or stuck while on the other side some who are fond of doing sales and knowing some basic knowledge or theories of selling feel like they have fun in doing sales activity.

The phenomena that has been described is the primary step that should be done by a Sales Executive to start a conversation. The next step then is offering the products to the customer. This step is the decision step moment for Sales Executive to have the customer's attention and even impression and then to order an automobile. Those exchange structures are done effortlessly in that manner. The Sales Executive could start it with first impression such as greeting, and then warm up, with a polite gesture telling the purpose of the Sales Executive coming and then another impression in introducing the product and the benefits of the product that can affect the customer to order the products.

The writer chooses this topic because he used to be a Sales Executive for some automobile brand while he is studying his Post Graduate Program at The State University of Medan.

The writer wants to know about the pattern of exchange structure that a Sales Executive in the automobile industry needs to concern in doing sales activity. Then the writer wants to classify the exchange structure based on the theory of negotiation of J.R. Martin as the study of English Applied Linguistics.

While doing his job as a Sales Executive, he experienced lot of phenomena in selling the Automobile. Also, some hints and suggestion from the Senior of Sales Executive.

Some of the useful suggestion is dressing formally, being kind and be polite. Beside there is another factor that is needed. It is the “lucky factor”. Which means that it is an opportunity occasion because we offer the good to someone in a right time where he needs the good. As what the writer experienced when he sold a Suzuki Ertiga to a spouse in Deli Tua, Deli Serdang in a very first time meeting and presentation; that the exchange structure is as the following conversation:

Moves	Exchange Structure	
	(knocking at the door that is already open)	
da1	Writer : Permissi Amang, Inang.Saya dari Suzuki, mau nawarkan ini (handing the brochure of Suzuki Ertiga + the monthly payment package)	} Warming and friendly greeting
	Lagi ada promo diskon besar, Amang.	
da2	Husband : Diskon berapa? → showing interest	} discount
k1	Writer : Diskon maksimal 16 Amang. Dikurangkan ke DP 62 jadi 46, angsurannya (the writer pointing the brochure with the monthly payment package for 4 years) * monthly payment Rp 2.900.000	
k2f	Husband : Samanya itu sama Avanza, Xenia?	} convince
k1f	Writer : Kelasnya sama Amang. Cuman Ertiga lebi stabil (the writer explain with body language about the stability of Ertiga compare with Avanza, Xenia.	
	Jugak Ertiga pintu sampingnya lebi tebal, ada dilapis baja. (the writer’s tone raise) Jadi kalau misalnya ada tabrakan dari samping, kek gini (the writer use his hands as the illustration of the hit from the side door; like a chinese Kung Fu respecting style before and after fighting).	

Moves	Speech Function	Exchange Structure	
		(the writer's tone down) Beda sama Avanza, Xenia, kalok tabrakan dari samping kek gini (the writer use his hands as the illustration of the hit from the side door; with a right hand in a fist surrounded by his left hand).	convince
k2	Wife	Kemaren kami di Pertamina nengok Xenia, tapi dicuekin kami	complain
cl	Writer	: (Smiling and answer) Ertiga lebi bagus nang kalau gak percaya bole "test drive" (the writer emphasize anthusiasly)	convince
rcl	Husband	Memang kami pas lagi butuh mobil mau di pakek ke kampung.	showing interest
k1	Writer	Cocok la itu Amang, ada kok "stock" nya. →	convince
cf	Husband	O ya? Ada warna hitam? →	showing interest
ref	Writer	Ada mang. Kalok amang mau bole di panjar. →	convince
k2	Husband	Berapa di panjar? →	showing interest
k1	Writer	2 juta mang. →	convince
		(spouse looking each other)	
k2f	Husband	Ambil la. →	showing interest
		(then in a few moment)	
a2	Wife	Na, ini panjarnya.	
k2		Jadi, apa aja syaratnya?	deal

The conversation or Exchange Structure between the writer and the spouse is a sample of steps that a Sales Executive does in offering Automobile to the Customer or potential buyer. The steps are a successful steps that a Sales Executive did in offering the products.

A Sales Executive is trying to explain to the Customer or potential buyer about the selling point and the advantage or benefit of the Automobile so the Customer or potential buyer is interested.

But, it can not be denied that even though the Sales Executive has done the dynamic conversation (follow the steps that has been explained) the customer or potential buyer might not interested.

This case is understandable because besides those dynamic conversation and conceptual steps of conversation, the “lucky factor” is could be the cause of the succesful in selling the products.

Based on the phenomena the writer is interested doing this study to find the steps or Exchange Structure that a Sales Executive did in doing Sales Activity.

1.2. The Scopes of the Study

In this Study the topics those are going to discussed is about:

- Moves
- Speech Function
- Mood and
- Metaphora

1.3. The Problems of the Study

To find the answer for the phenomena, the writer raises 3 questions as the problem of the study:

1. What are patterns of exchange structure in Sales Executive Automobile Talks?
2. How are the patterns realized in Sales Executive Automobile Talks?
3. Why are the patterns realized in the way they are?

1.4. The Purposes of The Study

The purpose of the study is to find:

1. The patterns of Exchange Structure that is used by Sales Executive in doing Automobile Sales Activity.
2. How the patterns realized in Sales Executive Automobile Talks.
3. The caused of the patterns realized in the way they are

1.5. The Significances of The Study

Theoretically, this research is useful to others no matter who he is no matter what his job to know the basic understanding about how to sell when it is situated with the condition to do selling one time.

Practically, to education field the analysing of Exchange Structure in this research could be a tool for practising English Structure Conversation.

1.6. Basic Terms of Automobile

As what Shinn (1982) says that there are some basic terms of Automobile:

1. **Advertising** Nonpersonal selling that is purchased and appears in outside media.
1. **Agent middleman** A salesperson who brings the buyers and sellers of goods together but never actually owns the goods.
2. **Buying motives** THE advantages that customers seek and the reason that prompt them to buy a particular product or service from certain sources.
3. **Call-back** Going to see the prospect again.
4. **Canvassing** Systematically covering a sales territory to find the most likely customers; going for (or trying to establish) new bussiness.
5. **Closing** Steps taken to climax a sales presentation with a request for an order.

6. **Cold canvassing** Making calls without preliminary investigation or advance notice to the customer; working without appointments.
7. **Commission** Agreed-upon percentage of the price of everything sold paid to salespeople in return for their services.
8. **Communication** The exchange of information, ideas, and thoughts, mostly through the spoken and written word.
9. **Delivery Order** An activity to deliver the automobile to the customer as his belonging and also as a sign that the Sales Executive doing a Selling in accordance to the Sales target.
10. **Direct Mail** Delivering the offer specially about the information or promotion to potential customer through (letters, e-mail, texting, or broadcast message)
11. **Discount** Percentage off the price.
12. **Display** Visual presentation of a product used to attract, interest, or inform customers.
13. **Down Payment** An agreement to order an automobile by giving amount of money.
14. **Emotional buying motives** Reasons for buying based on feelings or impulses.
15. **Empathy** A salesperson's ability to put him- or herself in the customer's place and feel as the customer does.
16. **Endless chain method** Way of meeting new customers through ones a salesperson has already pleased; obtaining at least one additional prospect from each existing prospect.

17. **Gathering** Kind of promotion activity by doing dinner or lunch or even breakfast together with the prospect in purpose to attempt the prospect to do an order or even to decide to buy the automobile.
18. **Group presentation** An activity to get prospects by promoting the products and the services to potential customer in a group (a group of people or company) through the team presentation in Branch Office.
19. **Indent** Ordering the car in a waiting moment usually about three months.
20. **Joint Promo** Kind of promotion that is done by two parties in a co-operation sponsorship.
21. **Media Promo** Kind of promotion activity about the information or promotion about the product to potential customer through newspaper advertisement.
22. **Minimum Downpayment** About 2 million as a guarantee that the customer is really wants to order the Automobile.
23. **Metaphor** A comparison that does not use the words “like” or “as.”
24. **Moving Exhibition** A kind of promotion activity which is done periodically in a certain time in a certain place of crowded people or potential buyer (mall or plaza)
25. **Need** The lack of something that is required or essential.
26. **Objection** A point of difference between a prospect and a salesperson that could prevent a sale. Can deal with the cost, operation, source, or time of purchase of product or service.
27. **One-call closers** Persons who make the sale the first and only time they see the prospect.

28. **Personal selling** Selling that involves direct verbal contact between the salesperson and the prospective customer.
29. **Planned presentation** Presentation prepared by a salesperson for use with a number of different prospects. Includes the major product features and customer benefits.
30. **Product features** The facts that describe the product and tell what it is or has.
31. **Product knowledge** All the facts about a product or service needed to make a judgement about its merits.
32. **Prospecting** The process of seeking new potential customers.
33. **Prospects** People who might be interested in buying products or services.
34. **Purchasing agent** Specialist who is in charge of managing the spending of company funds on predetermined products and services.
35. **Refferences** An activity to find a new prospect by asking someone to recommend someone they know.
36. **Repeat Order** The process of buying for the second time because he is a customer formerly.
37. **Qualify** Determine which prospects are more likely than others to want to buy.
38. **Sales contracts** Agreements between the buyer and the seller about the terms of sale.
39. **Selling** The process of determining a prospective customer's needs and wants and persuading the customer to purchase a product, service, or idea that will satisfy those needs and wants, thereby benefiting both the buyer and the seller.
40. **Selling points** Statements that tell what the product will do for the customer.

41. **Showroom Event** An event that is hold by Branch Office, held in the showroom which in purpose to get selling and to promote the Office.
42. **Specification sheet** Document that spells out the quality of materials and workmanship a company will accept in purchased products.
43. **Stock** The readiness units at the Dealer that is possible to be sold to customers.
44. **Trade-in allowance** Acceptance of the customer's old merchandise (car, tire, or camera, for example) in return for a discount on the purchase of new merchandise.
45. **Test Drive** A one step closer to ensure the customer to order the automobile to feel the comfortness or even the feeling of riding the automobile.
46. **Target** A goal that Sales Executive are going to achieved in selling Automobile that is usually monthly.
47. **Upping**A win solution to upgrade the price from the real price in order to help the customer find the cheaper monthly payment
48. **Virtual Promo** Activity in promoting the product to get prospects through internet (blog, website, facebook, twitter and other social media).

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