

**WHAT DOES A SALESPERSON IN THE PRINTING INDUSTRY
NEED TO BECOME EXCEPTIONALLY SUCCESSFUL**



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**WHAT DOES A SALESPERSON IN THE PRINTING INDUSTRY
NEED TO BECOME EXCEPTIONALLY SUCCESSFUL**

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WHAT DOES SALESPERSON IN PRINTING INDUSTRIAL NEEDS TO BE AN EXCEPTIONAL SUCCESSFUL SALESPERSON

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ABSTRACT

Nowadays, competition of every market become harder and harder, because of globalization become more powerful and create highly competitive environment to every each market, which mean that international enterprise turns to be the most powerful and have more bargaining power than smaller enterprise. So, if the organization needs to survive in this high competitive environment, they need to sell their products or services as much as possible to get the large figure of income revenue for maintain their company and compete with large enterprise. However, Salesperson become the most important key success factor to get more market share for the companies because they are the most important department and capable to earn the revenue and profit for the organization and at the same time they still to be able to treat their colleagues in the organization to increase satisfaction rate among salesperson and willing to support each other in further, but what kind of skills and attributes, will help them to be an exceptional successful salesperson?

KEYWORD: Salesperson/ Printing/ Successful/ Customer

30 pages

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CHAPTER I

INTRODUCTION

I have been working in the printing industrial more than 3 years, I met many successful and unsuccessful salespersons and I am still cannot define why those people have been succeeded in their sale, and why some other people have not? At the first time I thought that salesperson must be the one that perfect and confident in public speaking and quite have many techniques and skills, but actually it just some part of the good of salesperson. It is not the entire of the key success factors for salesperson. So, I want to know how some of salespersons in printing industrial had succeeded and what are the skills and attributes that salespersons in printing industrial must have?

Currently, I am working with family business. My company name is “U Color Print Company” and I always do and take care almost every positions in the company but I mainly focus to the sales position, because there is only one department that to be able to make income for the whole company. And I feel happy when I can sell the products and earn the income for the company that should be better than spending the time on other position and spending money. While I am working in the company, I used to order items from China and sell them in Thailand, but the result was not success, I got the first time of failure by myself, that made me know how to source the products with good quality with low cost but “I still do not know the right way and appropriate of sale”. This first failure was stuck on my mind all the time. Then, I want to do some new things and lead me to be not afraid about risk. Almost 3 years of experience in salesperson field, At the first year of doing this position, I called and made appointment for new customers almost every day, in each day I set the minimum for tele-calling in one day around 10 customers, sometime I got 5 meeting per day but sometime I did not get any appointment from the customer. The first question comes in my mind, which is: Why did they refused and ignored my tele-calling? or Am I not proper enough for salesperson field?

Furthermore, in one day from 2 years ago I have an opportunity to meet my older cousin that she works as a salesperson like me and she has been facing the same problems like me, which are the problems with KPI (key performance indicator) of salesperson, the problem of finding new customer and how to be a successful salesperson and so on. However, we always help each other to consult and exchange our experiences, we have been connecting for 2 years, and keeping update of what we have done and also tried help each other to solve the problems. Because of we were in the same field of salesperson position, and we mostly sold the same products and services in same the market. One year later, I found that she has an extremely success in her job career growth and she has been an exceptionally successful salesperson. Right now, she is still growing in her job career path and to be able to increase her sale target annually.

Eventually, I fully hope that this research paper would be valuable and benefit to me greatly. That would be help me to have more awareness and understanding the right attitude about my job position, consequently, It would leads me to be an exceptional salesperson, And It will help me to work with the effectiveness and getting the success in future. Moreover, this research paper would guide me to recruit new salespersons and to be able to treat them to have the right attitude and knowledge to get the success.

1.1 Company Background

Background of U Color Print Company, U Color Print Company was established in 2003, set up in a small commercial building located on Ladprao Road. The Taiwanese founder, Mr. Huang Chi-Fu, a hardworking and self-discipline man. He started the company from 11 years ago with registration of capital 1 Million Baht and small size of company with small labor force. He noticed that there are not many people who do this business as inkjet technology in the market and just newly arrived in Thailand. Printing Machine was very expensive; the founder foresaw that there was a high business opportunity to supply inkjet printing products in Thailand. After several years the business has been expanding spread widely, because the company always uses the concept of providing good quality products and services. “Never says NO to the customer” is a slogan from the management to their employees to enhance the employees to be strong and maintain competitiveness in the market. The owner understands that not only expansion of the business is the most importance of successful factor, but in order to have sustainable growth, the company must have well-organized systems, as currently the most of the operations are run manually. With the skilled employees and expertise in printing industrial to ensure the company will deliver high quality of product and capacity to serve growth of demand. The company aims to improve their daily operation to be more well-organized and systematic, which finally will lead to higher customer satisfaction and create differentiation in services.



Figure 1.1 U Color Print Company

1.2 Problem Statement

What the criteria does salesperson in printing industrial need to lead them to be exceptional successful salesperson? How the successful salesperson in printing industrial can make sale volume higher than normal salesperson? What factors lead them to be successful salesperson in printing industrial? Can we use the same sale technique in every group of customer? Even we sell the different product to the same person, the buying pattern might not be the same.

1.3 Research Question

What does salesperson in printing industrial needs to be an exceptional successful salesperson?

1.4 Research Objective

Objective of this Thematic paper, to identify the factors and attributes of salesperson that lead to be success in term of selling printing product to the customers, and also find the techniques for selling the product too. In-Depth interview method will be use as a tool for develop the answer of research question.

1.5 Research Scope

For In-Depth interview would be aimed to the successful salesperson in printing industrial and keep maintain or grow their sale volume annually. Moreover, Customer will be interviewees also for better information.

1.6 Expected Benefit

Accordingly to the research question, this thematic paper might develop the key success factors for salesperson in printing industrial, guideline for the people

who want to get in the sale position to be a successful salesperson and can be adaptation to other business type, not just printing industrial.



CHAPTER II

LITERATURE REVIEW

The topic of successful salesperson might be studied or researched from many researchers about how to be a successful salesperson but overall is about big picture, included too many factors and not narrow-down to printing industrial in Thailand. The chart below showing the flow processes of salesperson from finding potential customers to sign agreement or complete sale progression.

This research paper will combine steps the sales process into 3 main processes, which are before meeting with customer, while meeting with customer and after sales service.

For the literature review, theory, article or journal will be referring to preparation, interpersonal skill and personal relation to business connection. Therefore, the literature review will separate into 3 parts which are; before meet prospect customer (preparation), while meet the customer (interpersonal skill), retention relationship or after sell (personal relation to business connection). And the questions of In-depth interview would be developing from literature review.

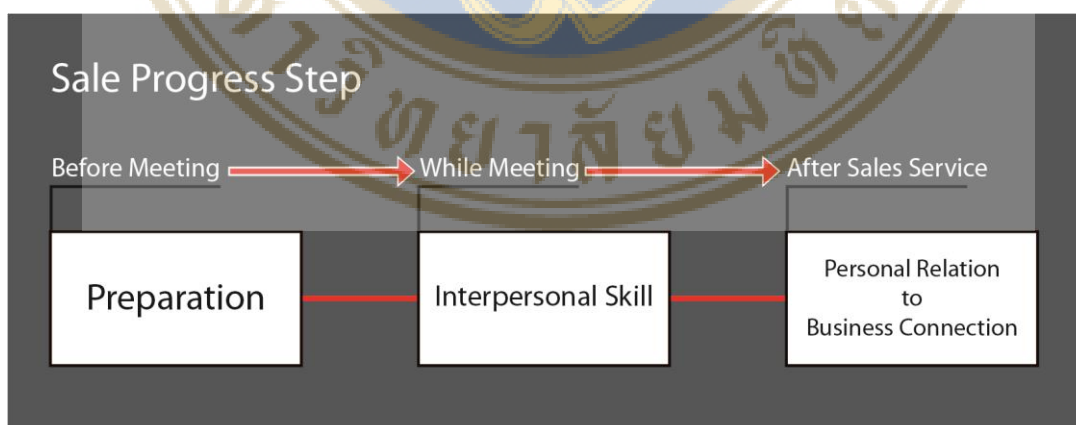


Figure 2.1 Sale Progress Step

2.1 Before Meeting - Preparation

“One who knows the enemy and knows himself will not be in danger in a hundred battles”, Said by Sun-Tzu. Preparation is the first step before selling thing to customer, most important thing that all salesperson must do before make a call to finding new customer, same like a phrase “failing to prepare is preparing to fail”. In addition, the most common thing that normally people do is preparation, prepare for work, for study and prepare for anything that we proposes to do. However, I think preparation step is the need forexceptional successful salesperson must do. *“They're prepared for every call.They havean objective, an agenda, a sense for potentialobjections and things they're willing to negotiatebefore they get on a call”,* Said by Kevin Kehoe.

2.2 While Meeting - Interpersonal skill

The people who get the best sales results are those who can flex between introverted and extroverted behavior, Said by Erika Andersen. Interpersonal skill is key success factor to lead salesperson to be an exceptional successful salesperson but the salesperson must know, the right time to be a speaker or listener for balancing between annoy moment and silence moment when they meet customers. Moreover, sometime must depend on the customer perspective on what they are thinking about you? and what should we do to close this deal? However, there are a lot of tips and tricks to lead the customer feels impressive to salesperson and complete the deal. That trigger can make those salesperson to work smarter than other salesperson does. *In many industries, high-performing salespeople earn approximately four times what average salespeople make, but they don't work four times as hard. They work smarter. Said by Mark Rodgers.* To make distinctive and smart sale techniques are no need to be work too much but just make it in smarter way that will reduce time and hit the right target. According to Mark Rodgers, he states that 3 interpersonal skills which salesperson must have as follows;

Offering expertise: Telling or giving information to the customer beyond their expectation.

Language abilities: use the words that significantly impact to the customer minds.

Process proficiency: Sale success is all about a series of yeses from the customer that lead to fantastic customer relationships.

Salesperson should give the customer more than they expected and also give some suggestion or recommendation by consider to using the word that might hit their mind or influence their buying decision.

2.3 After Sales Service - Personal Relation to Business Connection

In Thailand, the Business connection leads many companies survives in the market and every kind of business want to have good business connection with customer and supplier because these relationship can help the organization to have more profit or reduce cost. Hence, many companies emphasizes on build the relationship with customer to gain more project of work, even it unethical or bribery things, but it still normal things in Thailand. Moreover, a lot of benefits from building relationship with customer and can be beyond expectation of salesperson. *“The vast majority of clients have come to us through the recommendation of existing clients. We create deep connections of trust with our clients, while providing practical support for them to succeed as leaders. They find the relationship and our services so valuable that they continue to work with us over time and they tell their friends and colleagues about us”*. Said by Erika Andersen. Most of the business relation mainly comes from personal relationship, personal relationship with customer can lead company for higher competitive advantage and many of customers can lead to another customer. *Making a Friendly Impression. One very important secret of creating customer confidence and interest might be summed up simply in a single word “friendship”*, Said by J.M. Hickerson. The personal relation creates important prospect for salesperson to enhance their potential of sale and also easily to gain trust from customer. Therefore, important factor of being successful salesperson is not just finding the new customer as much as possible but they should maintain relationship

with current customer and lead those customers to be friend by build relationship, the consequence would be overestimated because the customer can link to another customer by word of mouth. *Previous Word of mouth research has focused on identifying its consequences: WOM affects the items consumers buy and driven by motivation. Consistent with this notion, conventional wisdom suggests that products need to be interesting to spur discussion. We first review this more motivated viewpoint before turning to our accessibility based perspective, Said by Jonah Berger and Eric M. Schwartz*

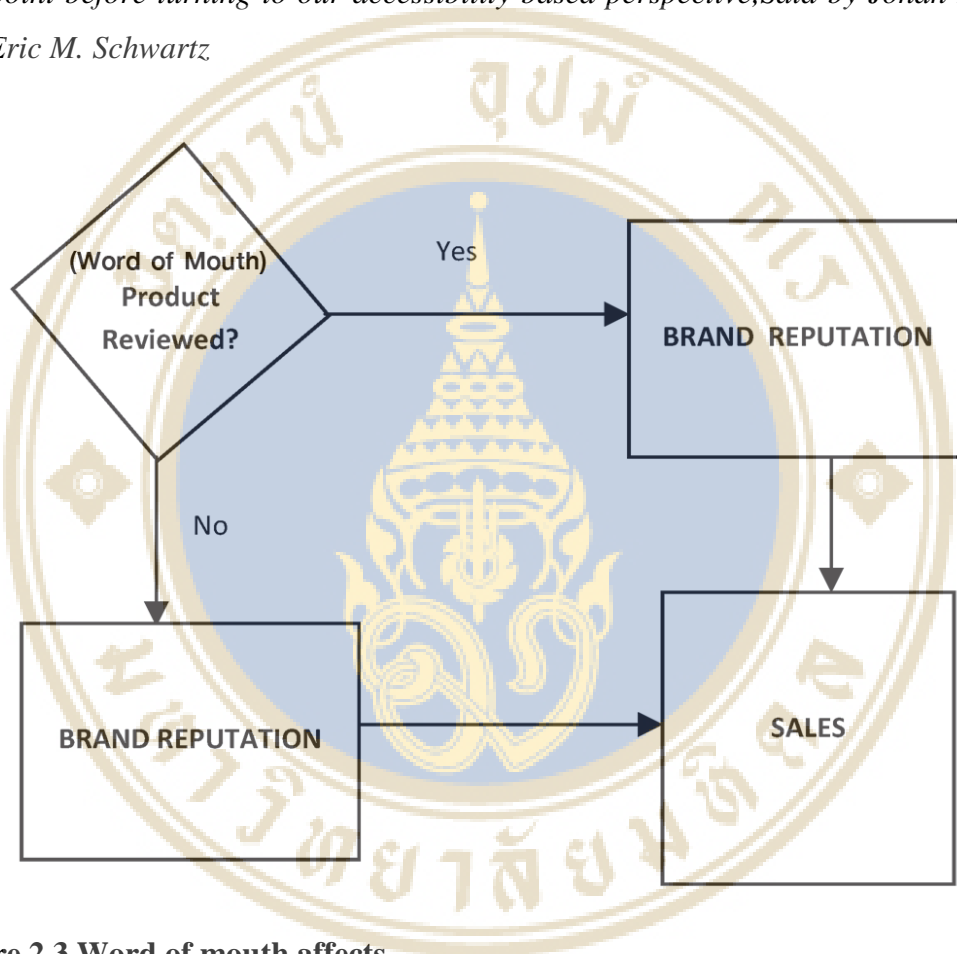


Figure 2.3 Word of mouth affects

However, any comments from customer that talk with their friend or college about the company product or service, for those negative and positive comments about our product or service but the result would be create our brand reputation that also create brand awareness to the company. *Once, a strong brand reputation will result in higher sales of the product. Naveen Amblee and Tung Bui*

CHAPTER III

DATA COLLECTION AND RESEARCH METHODOLOGY

To collect data for this research topic, how to be exceptional salesperson in printing industrial in Thailand, will use the qualitative research technique which is personal face to face in-depth interview for data collection method. The interviewee must be a person whom related with printing industrial in Thailand. To find the attribute needs of successful salesperson in printing industrial. In case of some interviewee inconveniences to meet up, I might make it via telephone or face time video call. Every interview session were conducted in November 2014.

3.1 Sampling Group

This paper is want to study what salesperson needs to be successful in printing industrial, to gain more information deeply and for more detail to determine the factor of how successfully of Salesperson and what the customer reaction, do they like it or not. Firstly will be focus on salesperson who has more experiences and successful in printing industrial to contribute the information about how they close the deal when their facing with customer and what are the key success factors to become an exceptional salesperson in printing industrial. Secondly is about the customer side, according to the printing market in Thailand; the major customer could be marketing department, purchasing department in the organization, event organizer and advertising agency. Therefore, this paper will get information from both side of the printing industrial market in Thailand for matching the information of both sides and link it together; the combination of interview information between customer side and salesperson side will link to the result analysis. However, the sampling group will be separate into 2 groups, both male and female:

Group 1:

Salesperson in Printing industrial

Qualification: Minimum 2 years experience work in printing industrial field

Sampling size: 2 Persons(1 Male, 1 Female)

Group 2:

Customer of Printing industrial (Marketing-Purchasing Department, Event Organizer)

Qualification: Minimum 2 years experience related to printing product

Sampling Size: 2 Persons, 1 Male, 1 Female

The In-Depth face-to-face Interview will be dividing into 2 sides of interview questions which are salesperson side and customer side. To match the same attitude and perspective that customers have toward to salesperson in printing business.

3.2 Interview Question

3.2.1 Example of Interview Questions: Salesperson in printing industrial

Personal Background

- Please introduce yourself/ job description/ company
- How long you related with printing industrial?
- How long have you working as salesperson?
- Have you ever work as salesperson in other field? Is it same as printing business?
- Please explain what salesperson in printing business needs?

First point – Preparation stage will mention about perspective of salesperson (interviewee) before they meet the customer.

- Please explain how to find new customer?
 - What does new customer want?
 - What does salesperson needs before meet customer?

Second point – While meeting stage will focus on how important of interpersonal skill that salesperson must have.

- Do you think you are talkative person?
- Please explain how to get first impression from the customer?
- What is the trigger or technique that you always used?
- Why you think that is work?
- Please explain how you distinctive from other?
- What criteria that you always did to close the deal?

Last point – After sales stages will emphasis on after sales service of salesperson and link to the personal relation that helps to become a business connection.

- Please explain how you manage and maintain relationship with customer?
- What salesperson should do for after sale service?
- What do you think about the important of personal relation and business connection?

3.2.2 Example of Interview Questions: Customer of printing industrial

Personal Background

- Please introduce yourself/ job description/ company
- How long you related with printing industrial?
- Do you think which one is the most important between salesperson or product or price/promotion? Why?
- Please describe the best salesperson in your opinion? (Characteristic, personality, acts, etc.)

First point – Preparation stage will focus on the expectation of the customer that salesperson should do to make them satisfy.

- Please explain how salesperson contacts you? (Via telephone, e-mail, etc.)
- Which way of contact that you prefer?
- What the qualification criteria that you inspect before let the salesperson make an appointment with you?
- What do you expected to see from salesperson?
- What does salesperson needs to do before meet you?

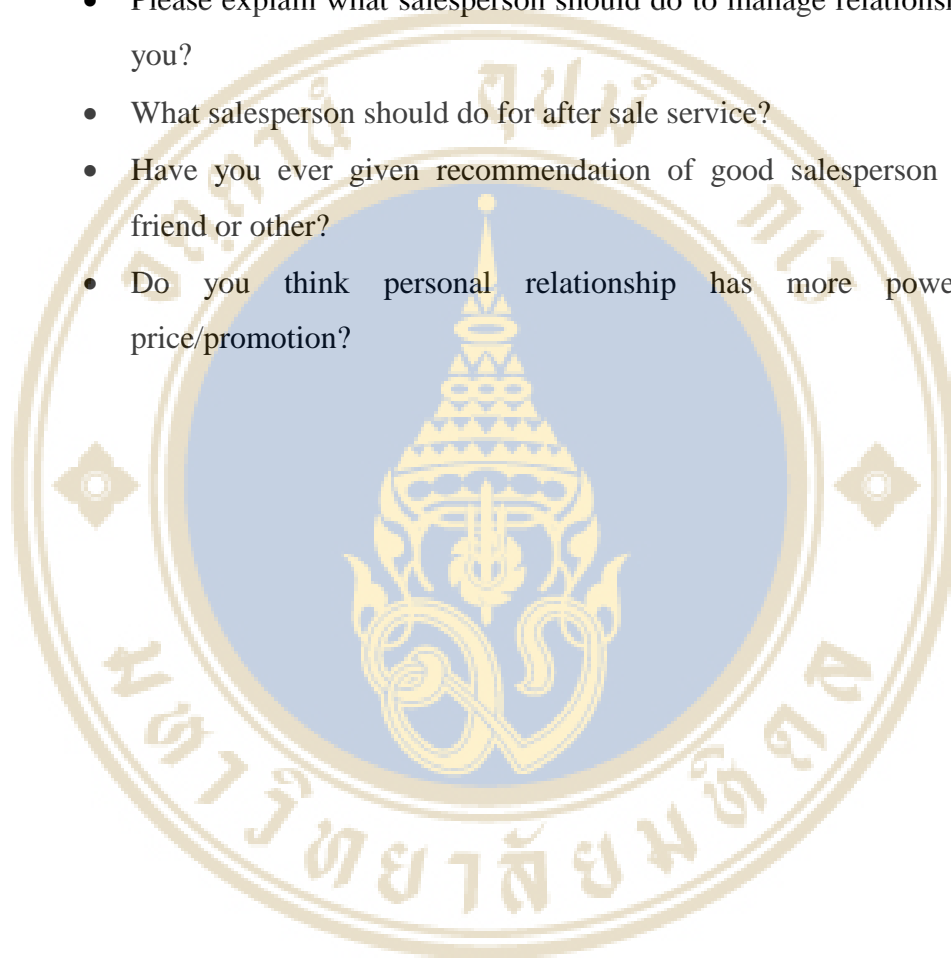
Second point – While meeting stage will focus on how important of interpersonal skill that salesperson must have.

- Please explain the best salesperson in your perspective?
- Do you think interpersonal skill is important for salesperson? How?
- How interpersonal skill can influence your buying decision?

- Please explain how to get first impression from the customer?
- What factor from salesperson make you decide to buy and not buy?

Last point – After sales stages will emphasis on after sales service that customer expected to get from of salesperson and lead to the personal relation that helps to become a business connection.

- Please explain what salesperson should do to manage relationship with you?
- What salesperson should do for after sale service?
- Have you ever given recommendation of good salesperson to your friend or other?
- Do you think personal relationship has more power than price/promotion?



CHAPTER IV

RESEARCH FINDING AND ANALYSIS

From Chapter III the research methodology section, this research paper were conducted in-depth interviewed with 4 interviewees who related with printing business, 2 of respondents are salesperson of printing company and another 2 respondents are the customer of printing product. The interview sessions focused on 3 main points from literature review chapter which are; preparation, interpersonal skill and personal relation to business connection. This chapter will show the results of interview and explain in each point, also compare and matching between salesperson and customer perspective that influence consumer behavior and decision on buying printing product of the customers. However, the 3 main points of the research finding, in each main point will contain personal idea or tips and tricks of interviewees as well.

4.1 Phase 1

Before Meeting - Preparation

Preparation is the first thing that salesperson in any kind of business must do before going to sell product or service to customer. The interviewees will be separated into 2 groups which are salesperson and customer of printing product, to see the different perspective of preparation between salesperson side and customer side. The question will focus on the preparation of salesperson before meet up with new customer and how to transform potential customer to be their customer and what the customer expected to get from new salesperson.

4.1.1 Example Case Study from Salesperson

My preparation always work with new customer– said from salesperson of billboard renting company who has been working as salesperson for 4 years. And easily to close the deal from new customer.

She working as salesperson after graduated from marketing major of Bachelor Degree. For salesperson field is the first job that she took by suddenly after graduation because of her friend who worked as salesperson told her that salesperson can make more income if do it with diligence and hard working. Before the graduation, she prepared everything and wanted to be successful salesperson by read the book, searched on internet and ask many experiences people of how to be a good salesperson. There is her first preparation before being great salesperson.

Since she has been working as salesperson, the second month of being salesperson, she got signed contact from very big electrical company from Japan for a big project of renting 8 bigbillboards around Bangkok and many provinces with 1 year contact approximately 14 million baht of total sale. The interviewee said that this customer make she realizes about the worthy of the time that spend for preparation before meet the customer.

She stated that, “*be able to answer every question that customer asks*” is the key success factor for preparation process, the interviewee started from studied company background of the potential customers to see what product/ service they might looking for, see how much they spend for advertising to see potential product that could sell to the customer, find their supplier of printing product and seek the weakness of competitors and so on for preparation process before meet her customers.

The interviewee normally took about 1 week for preparation process before meet new customer to get as much as information and well preparation because she thought that large enterprise company would not give a second chance for meeting if we are not well prepared, therefore, one chance that we get, must be the perfect meeting.

4.1.2 Example Case Study from Customer

Give a chance to the right salesperson is better than give a chance by sympathizes – said from one of the most valuable customer who has working experiences related with printing business for more than 20 years and right now he working as marketing in Boonthavorn company for 8 years.

In everyday of work, he always got the phone call from many suppliers that tried to sell him everything from printing product, billboard advertisement, advertising agency, event organizer and many companies that related to marketing activities. Moreover, in each day he gets 3-10 phone calls from salesperson for selling their product, at first period of working in this field he was so kindness, he tried to catch up every phone call and giving the meeting appointment to everyone who's called to him, the result was very bad and wasted too much time because he always met the salesperson that never prepare themselves for selling their products. For example, some of salesperson are not even know about their product specification or cannot give him the recommendation of which type of product/ service is the most suitable for his company, cannot answer the question of their company background and etc. He stated that *"How I can trust them, when they do not even know about themselves"* because all these type of salesperson are wasted his time. So, he decided to change his mind for acceptance salesperson before meet up with him.

Finally, he found the way to screen and scan of salesperson before let them meet up with him, but he still keeps his kindness by talking with every salesperson that contact to him. However, he does not let every salesperson meet up with him anymore, but he will choose some of salesperson that be prepared themselves before calling to him that can answers his questions and know about their products/ services. After that he will tell that salesperson to contact him later because now he is so very busy but actually may be not busy at all, to see how patience they are and how they reacts. In addition, because he thinks that if the salesperson wants to sell the product/ service to him, they must be prepared for service mind and be able to answer every question to the customer.

4.1.3 Analysis

Interviewees view point, they think that preparation is a must for everyone before doing anything, not only for salesperson in printing industrial or only salesperson position field. Salesperson and Customer of printing industrial, both group of them are agreed with preparation step is the thing that salesperson must do before going to meet the customer.

Salesperson in printing industrial, first of all must be prepared with the variety of product, product description and knowledge of product. For recommendation or give advice to satisfy needs of customer. Knowing customers' company background can help salesperson analyze customers' mind and concept idea before go to meet, sometime can be use as a tool for build relationship with them.

Customer in printing industrial, they said that good salesperson must be, who can answer every question that they asks about price and description of products/ services or telling more than they expectedis will lead them to have first impression, instead of knowing nothing or cannot answer a simple question. Being polite and professional salesperson can get first impression from the customer, preparation the company profile, product sample, name card, good presentation and looking good can make salesperson be a professional look.

4.2 Phase 2

While Meeting - Interpersonal Skills

Interpersonal skills are the skills of people that uses when communicate or interact with others including everything in the communication such as speak techniques, listening skill that links to behavior and attitude of people. Interpersonal skills are necessary for every position in the organization, but it is the need for salesperson s to have it to communicate with customers by effectiveness. *“Sometime the product might not be the customer needs, but the salesperson that has interpersonal skills can sell it right away”*. This phase will be finding the important of interpersonal skills that salesperson must has and what the customer preference and expect to see while they meet each other.

4.2.1 Example Case Study from Salesperson

Keeps mind the speech and listen carefully when you are communicate with clients, Get rich or die rely on your mouth– said by the man who teach me how to sell printing product and also give me many tips and tricks of sell printing product, he has working as sale executive with U Color Print from the first year of company founded and more than 10 years of experiences in this field.

Firstly he started from graphic designer position in this company for design printing artwork for the customer. Normally graphic designer must communicate with customers all the time while design process was running because designer must know the perspective and expectation of customer. So, he has great interpersonal skills that can give an advice to customer to get the best thing and the customer always satisfied with his work and get beyond their expectation. The company found that it will be nice if he works as salesperson, he did very well in the first year and many customers become royalty with him.

He thinks that the first thing a salesperson must do before selling something to the customer and he always did it every time is build the trust, it is not easy to gain trust from the customer but he can make it by analyze them first because every people will be different mindset and lifestyle, someone may be friendly but someone may not *“friendly potential customer may give you nothing but tough customer may be the big client in tomorrow”*. The trigger is be friendly with customer no matter what they said, keep smile as much as you can when you be with them.

He always negotiate with customers about the price that they tried get as low as possible, he mention that salesperson should not refuse and deny the customers' request directly but we should make it in professional way and not affect to the relationship that we have with them. For example, sometime we have to deny their negotiation offer for discount the price, but salesperson might tell them by saying indirect sentence or making compromise by give them fully of after sale service.

4.2.2 Example Case Study from Customer

The impressive salesperson is rarely to meet but when I meet, I will never let him/her go—said from one of my loyalty customer who also working as salesperson in Hitachi Chemical (Thailand) for 6 years of experiences in salesperson field. Since 2 years ago the company announced new responsible to salesperson for being purchaser to buy printing product and give it to their retailer for supports their marketing program.

As he is being salesperson and he is also has a duty of purchaser, therefore he must understand the attitude of both positions. However, he said that salesperson should speak clearly in every meeting when they have to meet with customer, say something important first and less important later and straight forward to the customer intention and should not talking ridiculous thing while meeting.

For example when salesperson meet new customer, first thing they might do was introduce themselves and company background first and then telling about products/ services that customer could buy it. After that, tell them about the advantages/ benefits that they will get if using our products/ services that must be differentiate or better than competitors. Furthermore, telling positive thing is better than discredits other.

4.3.3 Analysis

Interviewees view point, Salesperson and Customer of printing industrial, all of them believes that salesperson must know the right time to speak and listen while meeting with customer.

Salesperson in printing industrial, they think that, The art of speech is the one of important thing that lead customer to have first impression with salesperson, sometime we have to use emotional combine with the word to express their feeling or using the specific word that hit to the customer mind, telling the information beyond expectation of customer is an action of professional. Being compromise when communicate with customer is better than say something straightforward, for example situation is while negotiation process or say no immediately to the customer, try to find solution first even it is impossible to do.

Customer in printing industrial, they define salesperson as consultant for advice and recommend the products/ services that clearly and exactly to their need. Salesperson should know the right topic to speak and prioritize the topic while making communication, should not being too much indirect and ridiculous by keep everything to be simple and neat. Salesperson must have good service mind, be able to answer the question all the time and also be enthusiasm to answer the question too.

4.3 Phase 3

After sale service - Personal relation to business connection

Personal relation to business connection is a strong relationship between salesperson and customer that regularly happen in business interaction, it occurs when customers become a linker whom influences their friends, colleague, family, supplier and so on to buy products/ services from salesperson that they bought products/ services from. Salesperson must be the best of customers' option that they have selected before recommend to others. This part will be analyze what salesperson should be focus on after sale service process for getting personal relation to business connection from customers, what are the main criteria that customer desire before recommend their salesperson to others.

4.3.1 Example Case Study from Salesperson

When you found something good and recommended it to your friends later is the nature of human that loves to share good thing to others— said from salesperson who working with U Color Print for 12 years.

“Maintain the existing customers and keeps improve relationship with them is the thing that salesperson must do” interviewees said. 80% of his customers are come from recommendation of his customer. Some of customer can come from friends but mostly from the existing customer who still using his service that recommend his service to their friend and colleague or other organization. Moreover, he said that word of mouth is the key success in his working life because many customers were come from word of mouth. The roots and causes of word of mouth must come from the customer impressed and satisfied with good service of

salesperson. He said that he never leave his job and ignore customer, he always give attention to the job until it finished and always checked feedbacks from the customer, to let them know that we are take care every process of work from start until finish and also after job done,for make the customer feels worth with the money that they paid.

4.3.2 Example Case Study from Customer

I always take after sale service that salesperson gave it to me and use it as a tool for measurement how good they are – said from senior marketing of Boonthavorn

He say that he always has problem with the work that not come from the mistake of anybody but it come from the rush of schedule that make it too tight. And every time he got this kind of problem, he will call to salesperson and ask for help. However, he thinks that good salesperson must be provide fully service to him no matter what happen and must be find the best solution for him because he never asks for discount or promotion but he want the good quality product/ service.

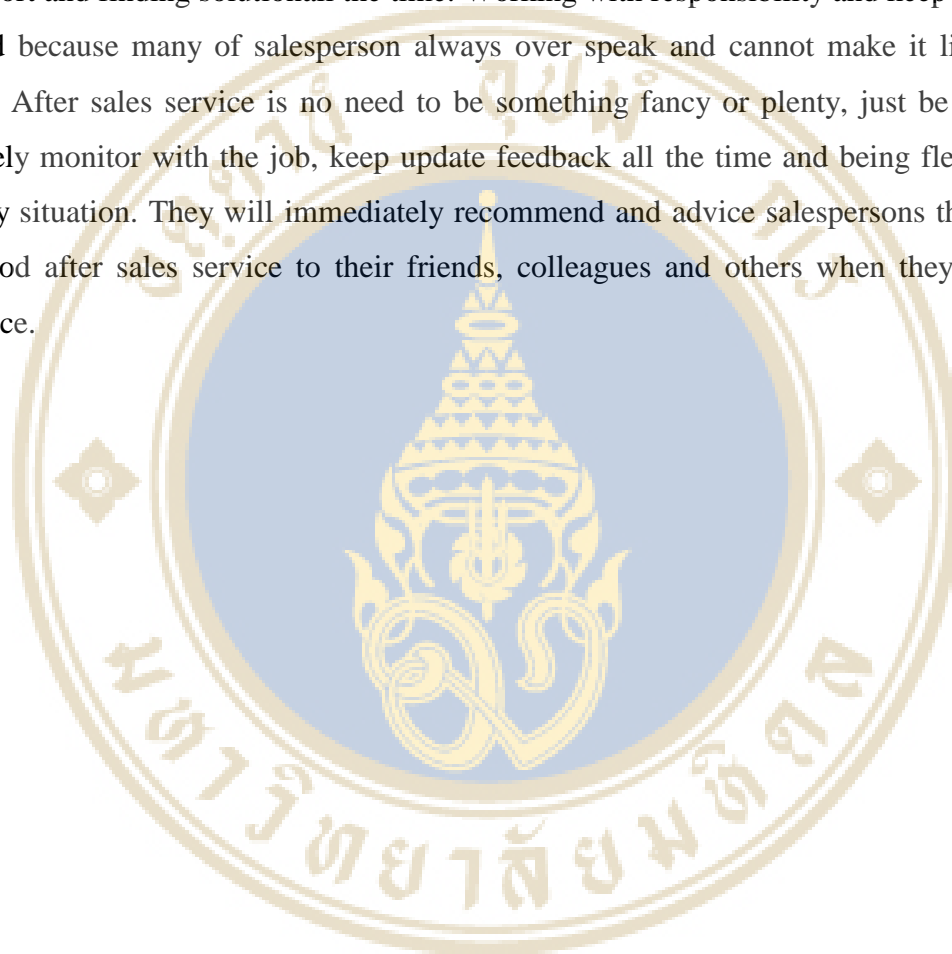
For example, the billboard sign of company is placed on highway and the artwork was design by marketing team, the owner of company drove car past thru it later on, the owner called to the company and talked to marketing team that he does not appreciate with this artwork and want to change it immediately, the problem is billboard sign of the company was placed total 18 billboards all over the country, he called directly to his favorite salesperson at midnight and find the solution together until everything finished.

4.3.3 Analysis

Interviewees view point, once the customer and salesperson were cooperate, The most important thing that salesperson must concentrate is not sale volume or target sale but it must be after sale service because if the customers have good experience and satisfied with the product/ service, they will consume more service and buy more product in next time for sure. Furthermore, all of them were believe that personal relation is not easy to build between salesperson and customer, once it built, it is easily to turn to business connection.

Salesperson in printing industrial, think that to maintain existing customer is better than find new customer because nowadays it is difficult to get new customer and very hard to build relationship with new customer. Salesperson must try to do everything to get trust from the customer, once we get trust from them, the word of mouth might be happen any time they have a chance to say with others.

Customer in printing industrial, they think that salesperson must be able to support and finding solution all the time. Working with responsibility and keep on their word because many of salesperson always over speak and cannot make it like they said. After sales service is no need to be something fancy or plenty, just be simple, closely monitor with the job, keep update feedback all the time and being flexible to every situation. They will immediately recommend and advice salespersons that have a good after sales service to their friends, colleagues and others when they have a chance.



CHAPTER V

CONCLUSION AND RECOMMENDATION

5.1 Conclusion

After analyzed information of interview, research finding and analysis shown that both of salesperson and customer were agreed with preparation before meeting the customer, interpersonal skill while meeting with customer and personal relation to business connection after sales service are the things that salesperson must have and once they have all of it, it might lead those salesperson to be an exceptional successful salesperson. However, from the research finding and analysis section, when I look deeply I found out that, Salesperson and Customer may have some differentpoint of view in each main point. The figure below will show the aspect between salesperson and customer in each main point of the research, to find what the perspective of each interviewee that has affectto each main point.

Table 5.1 Perspective of each group of interviewees

| | Salesperson Thinks They should do | Customer Preference |
|----------------------|--|--|
| Preparation | <ul style="list-style-type: none"> - Be able to Answer every question - Knowledge of Products/ Services - Be Professional - Study Customer Background - Analyze Competitors - Attractiveness | <ul style="list-style-type: none"> - Be able to Answer every question - Knowledge of Products/ Services - Be Professional - Good Service Mind - Be Patience - Give Advice/ Recommendation for Products/ Services |
| Interpersonal Skills | <ul style="list-style-type: none"> - Be Friendly - Be Polite - Be Confidence and Reliable - Good Speaker and Listener - Keep Smile - Be Honest | <ul style="list-style-type: none"> - Be Friendly - Be Polite - Be Confidence and Reliable - Speak Clearly - Not Hard Sales - Reasonable - Be Enthusiasm |
| After Sales Service | <ul style="list-style-type: none"> - Closely Monitor - Responsibility - Be Honest - Always Check Feedback - Progressive Relationship - Give the best Solution | <ul style="list-style-type: none"> - Closely Monitor - Responsibility - Be Honest - Always being Service and Support - Flexible |

5.2 Recommendation

This attributes and skills below are the recommendation for salesperson that could be adaptable or use as tools and techniques for practicing to be higher performance.

The Right Attitude - Having right attitude of sale will help salesperson understand and know the demand & expectation of buyer. Salesperson can realize what the good attributes that salesperson should have. The right understanding of feel and expectation from the customers that will help salesperson get more reach to customers and having ability of retention and extension our loyal customers. And that will lead to the success.

Positive Thinking - Positive thinking is the very important thing of our living and working life. The positive thinking that will make us have good mental health, have capability and ability in living life and solving the problem by quickly and efficiency, whether the problem is caused by anything or anyone, that I believe that the customer's problem is also our problem. That problem will be solved by quickly. Solving the problem with the positive thinking that will make all parties feel comfort to work with, and willing to support our further work, or Working with the positive thinking will help myself joyful and feel happy in our work, or when getting the pressure from the sales target, difficult situation or management, just think like a strong person and gain more skill. And that will help to overcome the struggles by smoothly.

Patience and Diligence of Working - Reaching the sales target, It is not simple matter to do. Salesperson must use the patience, diligence in work and It may take a bit long time for get the achievement. Whether you may use the patience in finding new customer, follow-up the customers, disappointment in refusal from customer, solving the problems or some mess matter in the workplace. But any salesperson, who can keep the patience and diligence in work, it would result in a progressive and the most successful.

The Enthusiasm and Power of Work - Salesperson should have the enthusiasm and power in every working day. That may come from the inspiration, It is not only benefit only myself, but that will help to motivate the fellow colleagues to have the power on their work. And it would result in the most successful, efficiency and capability of work or teamwork.

Keep seeking the Knowledge & Self-Development - The successful salespersons would come from keep improving myself. It may come from keep finding new knowledge from the internet, from suggestion of senior sale, sales report, exchanging the experience with fellow colleagues or learning from the previous mistakes. The knowledge will help salesperson to be able to answer in every questions from customers and that will help salesperson get more confident, right attitude and right way of working. It will be resulted in great progressive & most successful of working.

Belief & Trust in Myself - Salesperson, who believes and trusts in myself, that I have capability and power of work, that will help to motivate my-self to get success faster and also get work with efficiency.

Discipline and Being on Time - The discipline is also important factor that will help salesperson seems professional in the opinion of customers, management or fellow colleagues. Whether, to be on time of meeting or visiting the customers. That will help the customers trust more in our product or service or have first impression. And also get trust from manager or management to consign the important project to do.

Good Planning Management - The good management and good planning will help more efficient of work. And It's also helps to get finish the jobs on time, save time, reduces cost. Whether the planning to go to visit the customer, the prioritization of work. Since sales position is concerned with many parties and also have many thing to do with in limited time.

Compromise, Polite & Adaptable skills (Negotiation Skill) - The compromise, Politeness and Adaptable skills are the things that good salesperson should have. Since salesperson must facing with many parties. Since the customers have the different of characteristics and expectation. And Salespersons also have to co-operate with fellow colleagues in many different departments. Salesperson must do

the best to get all parties get the most satisfaction. Whether, co-operation by politeness, Using the compromise for negotiation and solving problems or adaptation my-self on every different situations. And that will help every difficult situations will be relieved, and problems will be solved by smoothly.

Be Friendly - Salesperson should be friendly with the customers and their fellow colleagues. Whether, visiting the new customer, that will help them feel comfort and willing to continually discuss with. And for the fellow colleagues that will help them willing to support and help when getting in every troubles.

Be Sincerity and honesty of sale - The good salesperson should have the willingness and Sincerity to help and support our customers, whichever they get in trouble, having the questions, need the information or having the requirements for product or after sale service. The good salesperson should always willing to support any requirement from customer, being a consultant and friend at the same time. When they need help, the good salesperson should promptly respond and take action to solve the problem quickly. If the salesperson doesn't know the way to solve the problem at that time, should inform the customer that I will consult the manager or management for the alternative and then will get back to the customer in soon. The sincerely and honest sale that will help the customer impress and to be a loyal customer.

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