

**EVALUATING SALEMAN'S SUCCESS IN NEGOTIATING FOR
SALE:**

A CASE STUDY AT EON'S OUTLETS IN KUCHING

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ABSTRACT

The business climate has become progressively more competitive and it is already becoming obvious that those who will survive and prosper are those who know how to negotiate with confidence.

Market conditions are changing quickly; there is seldom time for a second chance at a mishandled negotiation. In a negotiation, negotiator is driven by beliefs and feelings. The ideal outcome of negotiating is a win-win situation with both parties satisfied; therefore, negotiator must know about themselves and other to negotiate any solution. If one or both parties feel they got shortchanged, then it is a win-lose or lose-lose outcome.

Thus this study has tried to evaluate the salesman success in negotiating for sales which focus on the EON car outlets in Kuching. The study also tried to identify the outcome from negotiating either it is a win-win or lose-lose process. Apart from that the study tried to gather information on the salesman usage of the fundamental elements to be successful in negotiating

The study has shown that majority of the salesmen are applying the win-win negotiating skills while negotiating for sales and always succeed in closing their sales thus achieving high sales volume in term of total cars sold monthly. It is also found that few of the salesmen who did not use or implement the win-win negotiation skills made less sales (income) in term of total cars sold monthly.

CHAPTER 1

INTRODUCTION

1.1 BACKGROUND OF STUDY

Thinking about the word “negotiating” may conjure up images of tough labor union confrontations. Maybe it remind you of the last time you tried to negotiate a deal on the sale of your house or request a salary increase. If it was a different experience or you lost, then negotiating seem negative. How successful you have been determines your reaction to the process and the word “ negotiating” itself.

In reality, negotiating is something you do every day at home, in your job, in your community, and in the marketplace. Any time you tell someone that what you want is different from what they are giving, you are negotiating. You negotiate when you return an item you are dissatisfied with to the store. You negotiate with your spouse when you plan a family vacation. Sometimes you get what you want and are pleased. Sometimes you are not satisfied and are angry, frustrated, or unhappy.

Either you are called salesman, marketing representatives, or sales agents, negotiating for sales will part and parcel of your daily works. Some of you may succeed in handling a good sale but most will feel frustrated upon knowing that their clients refused to even listen to their explanation. Theses things happen almost everyday.

CHAPTER 2

LITERATURE REVIEW

2.1 Negotiating

Negotiating can be intimidating, frustrating and overwhelming. According to Shapiro & Posner (1976), negotiation is give and take between people or between people and organizations. To negotiate means to bargain, to make arrangements, to settle with someone. It's the art of reaching agreement through an effective exchange of information.

Negotiation is both an art and a science (Nierenberg, 1984). Like any science, it draws upon logic and a wealth of knowledge. However, good negotiation also requires intuitive diplomatic skill – an 'art' in which we demonstrate the value a firm brings to the community, state and/or country

Negotiation is the process of arriving at mutual satisfaction through discussion and bargaining. Managers negotiate to settle differences, vary agreements or terms, or to value commodities or services. Although there is a large area or overlap with cooperation as difficult interests emerge among cooperators, negotiation is required to resolved conflict. (Rubin & Brown, 1975)