

## THE NEGOTIATION PROCESS OF CAR SALES IN CROATIA

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### **Abstract**

The key goal of this research was to emphasize the relevant characteristics of business negotiation processes within car sales procedure in Primorsko Goranska County, Croatia. The focus is directed towards identifying the importance and the affirmation of behavior of both parties within car sales negotiating process. The authors analyze the common negotiation styles in car sales, behaviors of car sales representative and reasons for problems that may arise during car sale negotiations. The methodology of this study consists of evaluation based on the questionnaires that were delivered to more than fifty car salesperson and managers in Rijeka, Primorsko Goranska County, Croatia. The basic aim of this research is to indicate the most effective way in order to achieve successful negotiation aims in car sales.

**Keywords:** Car sales, Croatia, Primorsko Goranska County, Business negotiation, Business Communication, Evaluation

**Topic Groups:** Industry, Economics and Business

### **INTRODUCTION**

People are negotiating all the time. The negotiation process as a component integrates in every sphere of human life, not only in business (Lewicki et.al., 2001). It is obligatory that negotiator is always negotiating from a position of strength and he has to arm himself with as

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much information as he can. Selling car can be a rewarding experience when negotiator transform his knowledge into negotiating power. In today's environment, competencies and skills in effective negotiation represent a very important guideline of the company's business success (Bezić et. al., 2012). With the power of knowledge, the negotiating process in car sales can go very smoothly, and both parties can walk away knowing they both got a good deal.

Before getting to the topic of negotiation, key factors of automotive industry have to be noted. From the supply side, automotive manufacturers have suffered from overproduction since the early 2000s, followed by decreasing relative productivity and lower returns from innovation. From the demand perspective, the declining sales reflect structural market situations such as a high level of car ownership and demography in developed economies compared to that in the emerging economies. The 2008 credit crunch brought these problems to the surface by breaking the model of pumping up sales through easy consumer credit with zero-down payments and zero-interest financing (Oh, 2014).

With a gap of around 40% on average in the price between new and used cars, the demand in recent times for used cars has been great enough to encourage major car yards in the country to boost their used cars section. In Croatia, car market has been hit extremely hard during the economic crisis, resulting in a boom for used car sales. Used car sales have increased by 7-8 percent in 2012 as cash stricken Croats turn to cheaper options (CroatiaWeek, 2015). New car sales have fallen by 17-18 percent as Croats, in fear of losing their jobs, are staying away from obtaining loans from banks for new cars. The recovery in the EU car market was recorded in January 2015, because of an improvement in consumer confidence, retail incentives and new product launches boosted demand for majority of car brands. In addition, new passenger car registrations in the European Union and European Free Trade Association trading block rose 6.2 percent during the month to 1.03 million vehicles from 968,451 in the same month last year (ACEA, 2015). In 2015, car sales in the EU showed positive trends. Regarding Croatia, the number of new registered cars has increased by 2,1%. (Autonet, 2015)

While analyzing the EU automotive industry, it has to be stressed out that vehicle manufacturing is a strategic industry in the EU, where 16.2 million cars, vans, trucks and buses are manufactured. Automobile manufacturers operate some 290 vehicle assembly and production plants in 25 countries across Europe. The turnover generated by the automotive sector represents 6.9% of EU GDP. Furthermore, the automobile industry has ripple effects throughout the economy, supporting a vast supply chain and generating an array of business services. 12.9 million people - or 5.3% of the EU workforce - are employed in the EU automotive sector. The 3 million high-skilled jobs in automotive manufacturing represent 10% of the EU's manufacturing employment (ACEA, 2015).

According to these facts, it is crucial to investigate more about the importance of whole car sales negotiation. It is quite easy to project that greater knowledge about car selling results in bigger profits and increases market share for company. In this relation, the basic objective of the research is to identify common negotiation styles in car sales, behaviors of car sales representative and reasons for problems that may arise during car sale negotiations, and to propose activities for more effective negotiation in Rijeka, Primorsko Goranska County in Croatia. The basic hypothesis of this research is that position of sales representative and his empirically approved knowledge about business negotiation will cause an increase of car sales (*ceteris paribus*).

The paper consists of five systematically interrelated parts. After the Introduction, the second part of the paper presents research methodology. The third part includes the results of the evaluation of more than fifty car representatives and sale managers in Rijeka, Primorsko Goranska County based on the given questionnaires. The final part comprises proposals, recommendations and conclusions.

## METHODOLOGY

The target group of this research were sales advisors from Primorsko goranska county, Rijeka Croatia. The research was conducted via field work by visiting the local sales centers of the car companies.

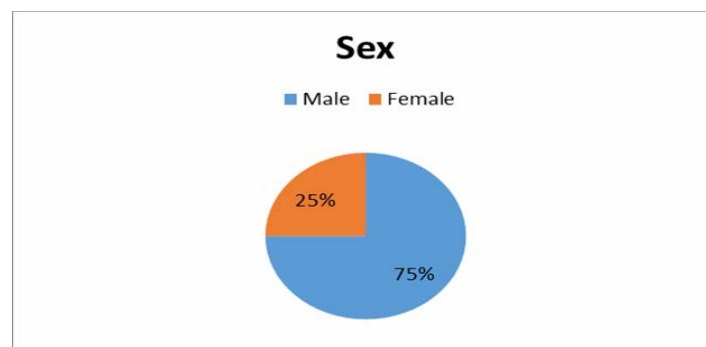
This entire thesis questions and investigates the aspect of dominance of the sales advisors. The notion of dominance reveals two important factors of the sales negotiations, and those are power and influence. Power can be defined as something that gives the negotiator, in this case the sales advisor, an advantage over others and helps him/her to achieve the desired goal in the easiest way possible.

In total, 56 sales advisors from 20 sales centers took part in this survey, in which they were asked to answer 17 questions. By forming these questions, authors tried to identify best strategy, approach and behavior in order to achieve effective negotiations. The survey was finished in two days, and it took approximately 5-6 minutes per respondent to answer all the questions. The questions of evaluation are presented within Appendix 1.

## RESULTS

According to the fact of the existence culture similarities and behavior in the EU, the results of this research could be applied not only in Croatia but in various car selling business sectors of other EU Member States. 56 sales advisors took part in this survey and Figure 1 presents the percentage of male and female respondents.

**Figure 1:** Percentage of males and females

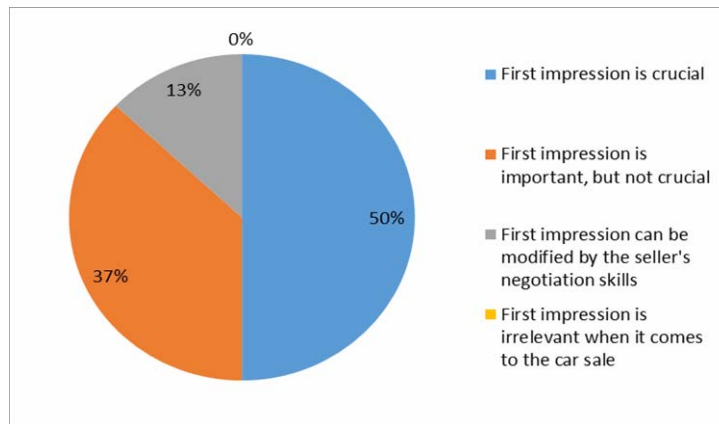


*Source: Author's results, 2015*

Figure 1 shows that 75% of males took part in this research, which is a significantly higher percentage when compared to 25% of females, which seems to suggest that employers prefer men over women when it comes to filling the position of sales advisors.

Figure 2 demonstrates the importance of first impression that sales advisors leave on the potential customers.

**Figure 2:** The importance of first impression

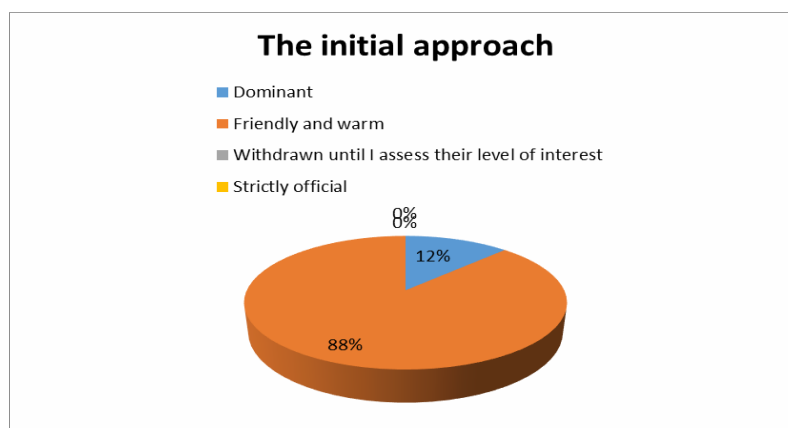


*Source: Author's results, 2015*

From the responses presented in Figure 3 it is visible that precisely half of the respondents consider that the first impression is crucial for the success of the sale. If we include the 37% of the respondents who consider the first impression important, but not crucial, it is obvious that the impact of the first impression is truly major, which explains why it is one of the most important preconditions for successful sales negotiations. This conclusion is also supported by the fact that none of the respondents thought that the first impression is irrelevant, while 13% of the respondents (7 people) consider that the first impression can be modified by the seller's negotiation skills.

Figure 3 shows different ways that sales advisors approach the potential customer.

**Figure 3:** The initial approach to a potential customer



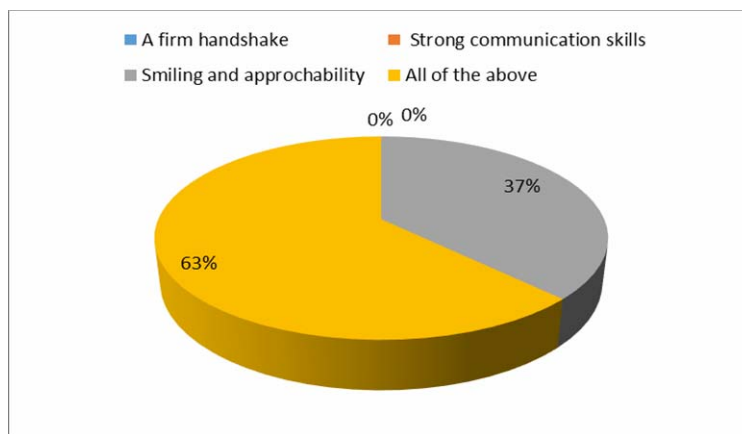
*Source: Author's results, 2015*

Figure 3 demonstrates that as much as 88% of the respondents approach the potential customer in a friendly and warm manner. Only 12% responded that their initial approach is

dominant, i.e. that they demonstrate their power. Other responses include "withdrawn until I assess their level of interest" and "strictly official", but none of the respondents opted for them. This suggests that almost all respondents prefer the positive initial approach to the dominant approach because they are aware that potential customers lose their purchase interest if the sales advisor approaches intrusively in order to achieve their sale ambitions.

Figure 4 refers to the ways that sales advisors demonstrate their self-confidence and determination.

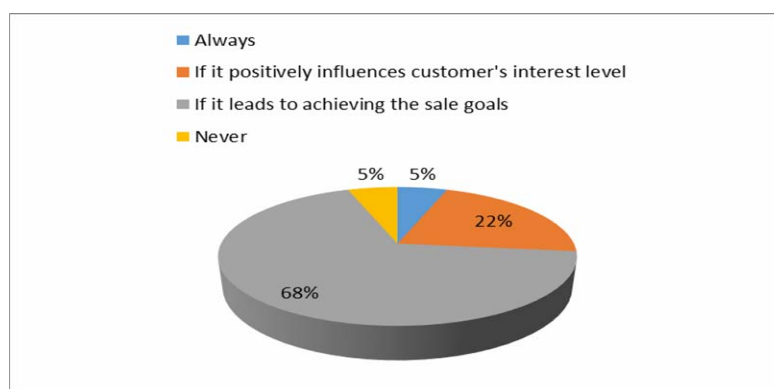
**Figure 4:** Demonstrating self-confidence and determination



*Source: Author's results, 2015*

The majority of the respondents (63%) responded that they use all of the mentioned methods to demonstrate their self-confidence and determination, which include smiling and approachability, as well as strong communication skills and a firm handshake. It can be concluded that an efficient sales advisor needs to possess all communication skills in order to be successful in his/her job. The combination of all of the above factors is the key to demonstrating self-confidence, which eventually leads to a dominant position of the sales advisor. Figure 5 shows how often are the respondents willing to let the customer take on the dominant position i.e. let them become the leader of the sales negotiations.

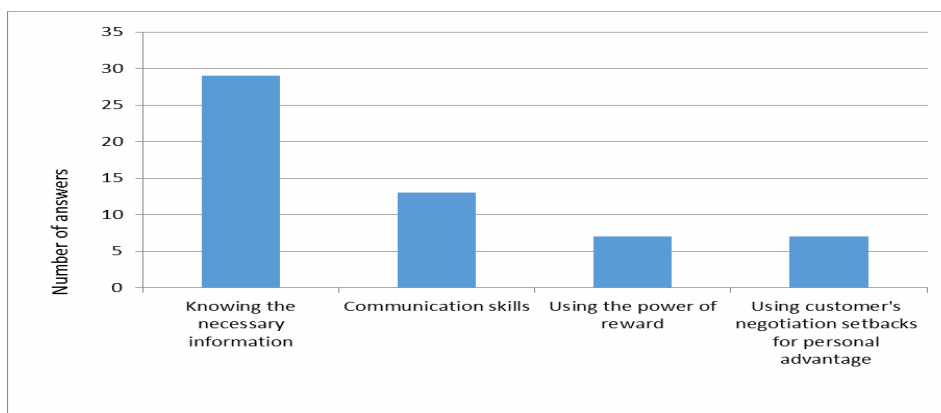
**Figure 5:** Letting the customer take on the dominant position



*Source: Author's results, 2015*

Sales advisors often deliberately behave in a certain way just to make the customer believe that he/she is in charge. It's no surprise then that 68% of respondents (38 people) answered that they let the customer feel dominant, if it leads to achieving the sale goals. 22% of the respondents will also leave the dominant role to the customer if it positively influences customer's interest level. However, 5% of the respondents never let the customer take on the dominant role, while the remaining 5% claim they let the customer be in a dominant position irrespective of any other factors. Finally, it can be stated that sales advisors are the ones who are always in the ultimate dominant position because they decide whether or not they are going to allow the customer to become dominant. Figure 6 represents the methods that sales advisors use to establish a dominant position over a potential customer.

**Figure 6:** Methods of establishing a dominant position

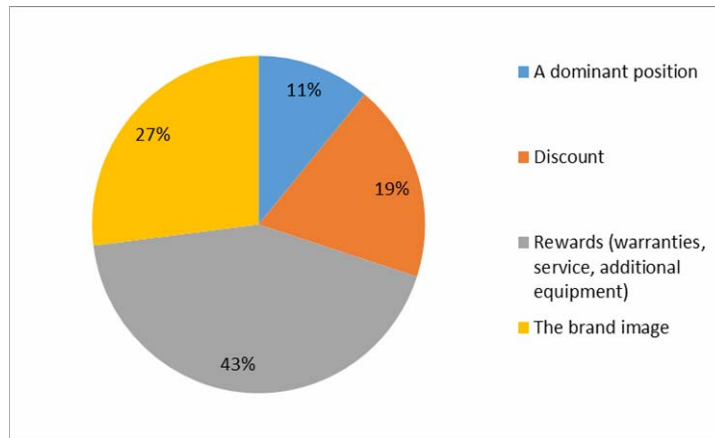


*Source: Author's results, 2015*

In Figure 6 we can see that more than 50% of respondents (29 people) think that the most important aspect of gaining power and influence includes knowing the necessary information. Significantly smaller number of respondents (13 people) think that communication skills are the main factor for establishing a dominant position, while 7 respondents achieve dominance by using the power of reward and customer's negotiation setbacks for personal advantage. It can be concluded that knowing the right information seems to be the most relevant method used by the sales advisors to achieve a dominant position. This can be further related to the customer's negotiation setbacks – not knowing relevant information is one of the major negotiation setbacks. Thus, this section of the survey illustrates the importance of information as a source of power.

Figure 7 refers to the customers who are very challenging when it comes to buying the actual product, i.e. to the key factors that sales advisors use to close the sale with such customers.

**Figure 7:** The key factors for closing the sale with challenging customers

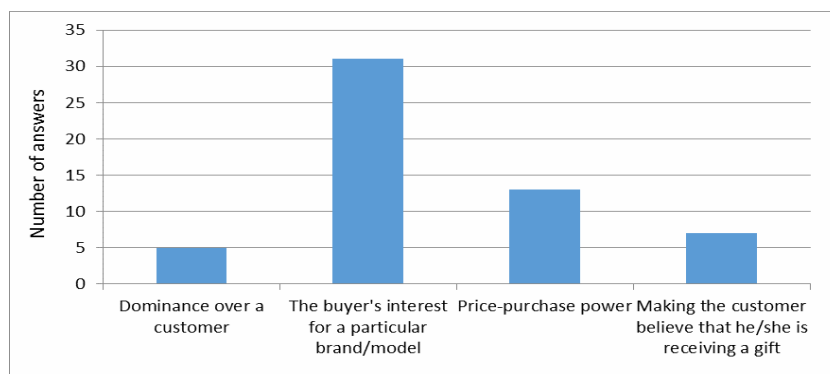


*Source: Author's results, 2015*

Working in car sale business is a very challenging career since it assumes a great financial investment for the buyer which is even more challenging nowadays, in the time of ongoing financial crisis. It is no surprise then that various rewards such as warranties, additional services and all kinds of specialized equipment are the main methods used by the car companies and sales advisors for closing the sale with the most challenging customers. It is visible from the Figure that 43% of the respondents listed rewards as the most relevant ace in their sleeve when the negotiation process is not meeting the sales advisor's goals. The brand image is also very important, which is why 27% of the respondents find it the main reason why challenging customers eventually agree to purchase a vehicle of a certain brand. Slightly surprising is the fact that only 19% of the respondents listed discount as the main factor that directly influences the result of the challenging sales negotiations, which seems to suggest that the brand image is more likely to make people buy a certain vehicle than any kind of discount. Interestingly, 11% opted for the dominant position as the main trigger for closing a sale with a challenging customer. Finally, it is safe to say that, when it comes to challenging customers, power and influence seem to be less relevant.

Figure 8 deals with factors that are most relevant for the success of sales negotiations.

**Figure 8:** The most relevant factors for the success of sales negotiations

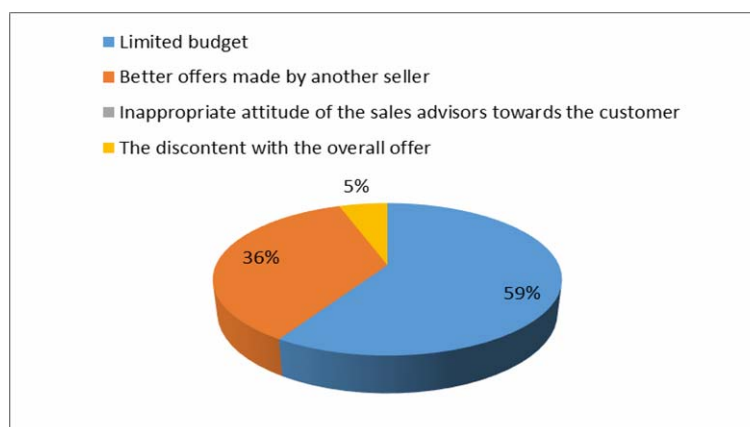


*Source: Author's results, 2015*

According to the respondents' answers, it can be concluded that the factor which is the most relevant for the outcome of sales negotiations is the buyer's interest for a particular brand or model of the vehicle. This is the answer that was chosen by 31 people, i.e. 55% of the respondents. To put it simply, buyers are willing to invest more money for a car they are interested in. The interest of the buyer exists before the negotiations, but it can be further increased by the sales advisor's influence on the buyer's opinion. We can even say that sales advisor's job is easier if the buyer already has an idea which car he/she wants to buy. A small percentage of respondents stated it is important to make the customer believe that he/she is receiving a gift, as if he/she is getting something extra for the same amount of money. Only 5% of the respondents believe that the most important factor for a successful outcome of sales negotiations is establishing a dominant position over the customer. However, considering the sales advisors' position in which they can increase the level of buyers interest with their actions, it is understandable that power and influence play a significant role in such situations.

Figure 9 presents the most common reasons why a potential buyer withdraws from sales negotiations.

**Figure 9:** Reasons for withdrawing from sales negotiations



*Source: Author's results, 2015*

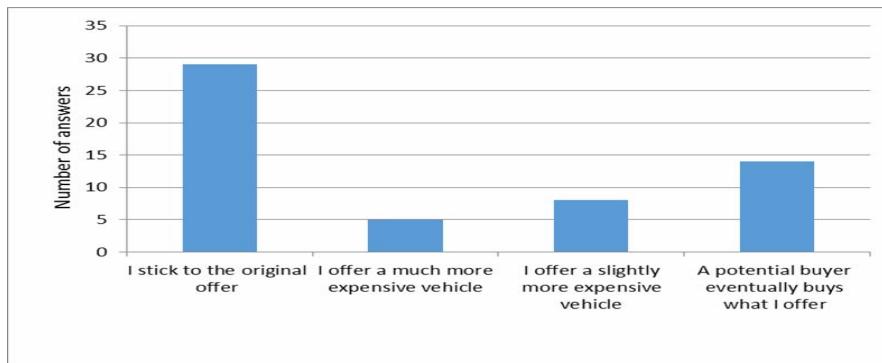
When asked about the reasons for which potential buyers withdraw from sales negotiations, the majority of respondents (59%) claim that the main reason is limited budget. The second reason which got 36% of the votes is the "better offers made by another seller". In this case, the power and influence of the sales advisors is again prominent. The respondents believe that customers often mention they have another, more tempting offer made by another seller, even though that may not be the case. Again, the power and dominance of the sales advisor becomes important because it is their job to convince the customer that their offer is better than the offer of a different seller. Of course, sometimes „the better offer“ is a realistic scenario because winning a customer over is always a battle in which sales advisors use all available resources such as discounts, special offers, etc. It is important to note that 5% of the respondents believe that the discontent with the overall offer is the main reason why customers withdraw from purchase, while none of the respondents thinks that inappropriate attitude of the sales advisors is the reason out of which a potential customer might give up from purchase. These responses might be slightly subjective, but they certainly show that



sales advisors pay much attention to the manner in which they communicate with the potential customers, which was also visible from the previously analyzed Figures.

Figure 10 shows how do sales advisors behave when they realize they established a dominant position over a potential customer.

**Figure 10:** The behavior of sales advisors who established a dominant position over customers

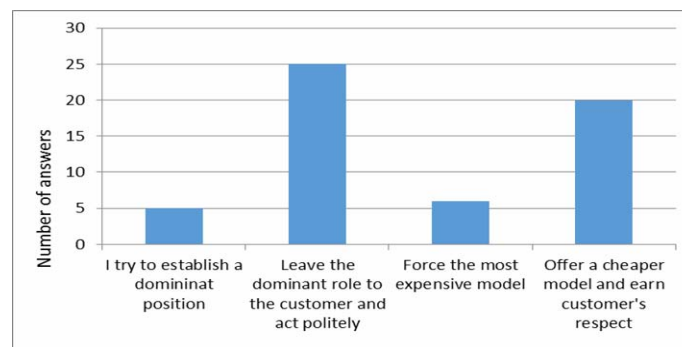


*Source: Author's results, 2015*

If sales advisors realize they have established a dominant position over a potential customer, 29 will decide to play it safe and sell the vehicle according to the original offer, because in this case the buyer will not give up. Only 5 respondents think that offering a much more expensive vehicle is the right strategy, while 8 respondents will offer a vehicle that is slightly more expensive than the vehicle from the original offer. Of course, it is understandable that the majority decides to play it safe, because although they are in a dominant position, it is better to sell less expensive vehicle than force the more expensive one, and possibly lose it all. No less than 14 respondents believe that the customer eventually buys what they offer. Again, the sales advisors power is evident, but surely they stay within the boundaries of the customer's purchasing power.

Figure 11 deals with the behavior of sales advisors around the customers with unlimited budget.

**Figure 11:** The behavior of sales advisors around the customers with unlimited budget

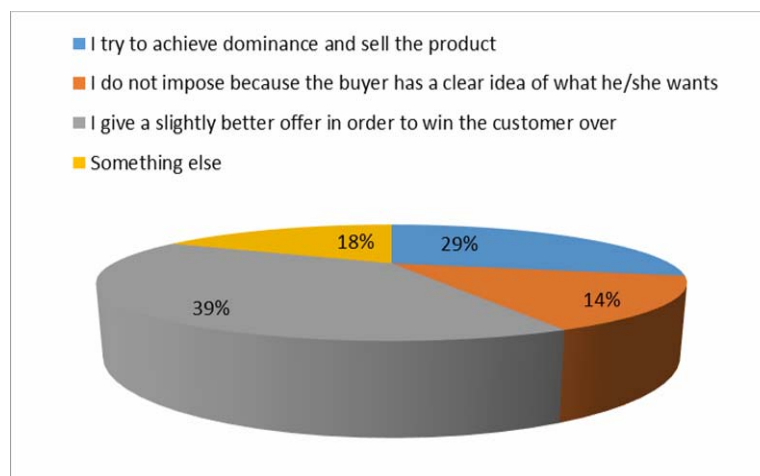


*Source: Author's results, 2015*

If we take a look at Figure 11, we will see that things are quite different when customer doesn't have a limited budget. The majority of respondents (25 people) stated that in such a situation, they will leave the dominant role to the customer and act as polite as they can in order to achieve optimal sale results. In comparison, 20 respondents answered that they try to "take care" of the customer's money and they offer a cheaper model, which will earn them the customer's respect. If the customer has unlimited budget, only 6 respondents will force the most expensive model, while the remaining 5 respondents will try to establish a dominant position.

These answers seem to suggest that the dominant position becomes less important around customers with unlimited budget because sales advisors adjust their approach to the buyer's needs while bearing in mind that such customers will make a decision about the purchase more easily than the ones who have limited budget. What happens when a buyer has a limited budget is shown in Figure 12.

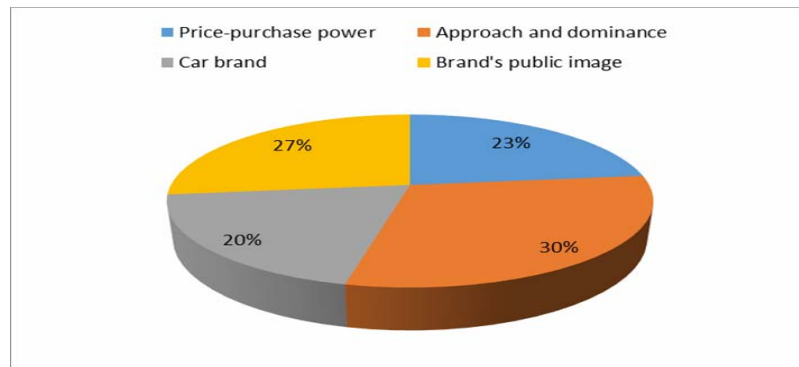
**Figure 12:** The behavior of sales advisors around the customers with limited budget



*Source: Author's results, 2015*

If the buyer has a limited budget, which is a usual situation nowadays, in most cases sales advisors will give a slightly better offer in order to win the customer over. This is the response that was chosen by 39% of the respondents. Such a tactic has the power of a prize since a better offer usually includes a certain discount, more equipment for a smaller price, etc. This method of establishing a dominant position was chosen by 29% of the respondents who managed to sell the vehicle in most cases. However, 25% of the respondents do not want to overly impose themselves on the customers with a limited budget because they believe that such a customer already decided what to buy with disposable money. The last offered option for this question was "something else" where the respondents could list other methods they use around the customers with a limited budget. Interestingly, 18% of the respondents chose this option and their comments include: trying to analyze the customer's needs, preparing an offer according to the customer's needs and available budget, offering discounted models, and various financing commodities, all in order to achieve the desired result – close the sale. Figure 13 lists the most important factors for a successful car sale.

**Figure 13:** The most important factors for a successful car sale

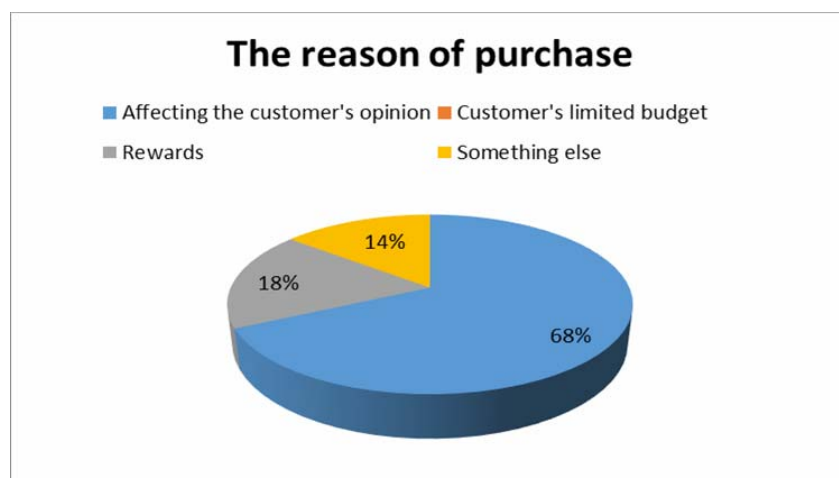


*Source: Author's results, 2015*

When asked which of the listed factors is the most important for the successful outcome of the car sale, the percentages of received votes are quite similar among the listed answers, and it seems that the respondents had trouble choosing just one answer. However, the answer 'sales advisor's approach and dominance' is the answer that prevailed for just 2 votes. This suggests that among many factors, seller's power and influence seem to be the most prominent ones. The second most important factor that received 27% of votes is brand's public image.

This means that car seller's that work for companies such as Volkswagen will find it easier to sell their cars that enjoy a public image of being indestructible, than the sellers who work for Alfa Romeo for instance due to their poor public image (generally considered as 'lemon cars'), regardless of the fact that both car brands belong to the same price range. 23% of the respondents listed price as the crucial factor for the car sale, while the 'car brand' as the final factor for a successful car sale, irrespective of its image, received the smallest number of votes (20%). Figure 14 deals with the issue of poor brand image and the approach that sales advisors take when they deal with skeptical customers.

**Figure 14:** The approach in the car sale process when the brand has a poor public image

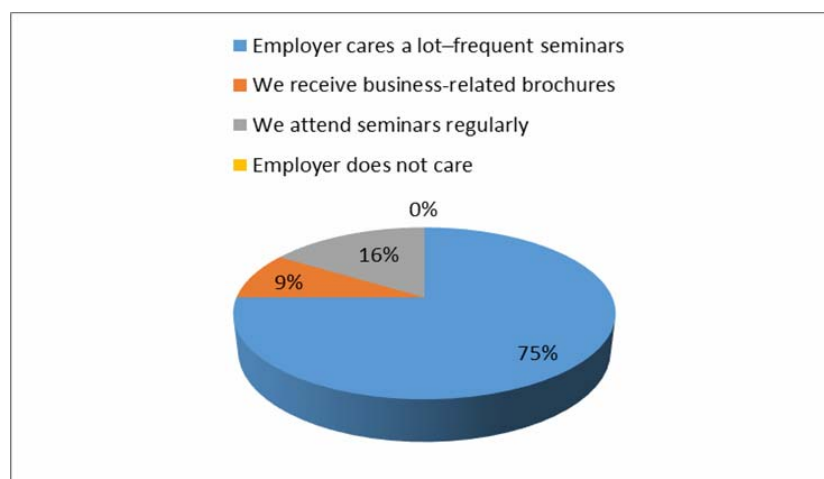


*Source: Author's results, 2015*

When a certain brand has a bad public image, it's rather difficult to close the car sale, which is why in such situations the expertise and competence of the sales advisor come forth. As for the responses, 68% of the respondents claim they manage to sell a car due to their dominant position – by delivering the crucial information they affect the customer's opinion and eventually they manage to close the sale. This perfectly demonstrates the importance of the sales advisor's part in the entire sale negotiation process. However, 18% of the respondents listed various warranties, additional services and extra equipment as the main factors that help the buyer to get on with the purchase.

The remaining 14% of the respondents answered that it was something else that persuaded the customer to buy the vehicle. It is important to note here that the customer's limited budget doesn't seem to be the reason to go for a car brand of a questionable reputation, it seems that the greatest stimulus lies in the seller's power and the influence that he/she has over a potential buyer. The point is that a buyer, despite the limited budget and the inability to afford a vehicle of higher quality, will not buy a vehicle that he/she has second guesses about if the sales advisor doesn't use his negotiation skills in order to make the buyer believe that he/she is buying a good product. Figure 15 deals with the importance of the technical expertise and competence of the sales advisors.

**Figure 15:** Employer's concern about the technical expertise and competence of sales advisors

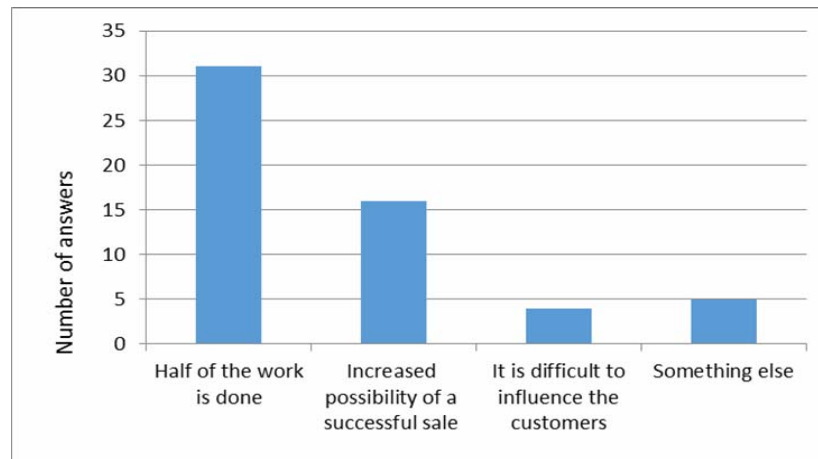


*Source: Author's results, 2015*

How important it is for a sales advisor to be competent, prepared and well-informed can be seen from the Figure since 75% of the respondents stated that employers care a lot about these qualities which is why they often send their employees to various professional development seminars in order to achieve the best possible sales results. This hypothesis is additionally supported by the fact that none of the respondents claims their employers do not care at all about sales advisor's competence and training. The remaining two sets of answers prove that preparation seems to be of high importance, i.e. 16% of the respondents answered that they attend professional seminars regularly, while 9% said that they constantly receive business-related brochures. All these figures only further acknowledge the importance of the sales advisor's role and highlight the relation between sales advisor's professional competence and the outcome of the sale negotiations. The bottom line seems to be that a seller with strong negotiation skills equals significantly better sales results.

Just how much do the power and influence matter can be seen in Figure 16 which presents the respondents' view on the importance of achieving superiority and dominance.

**Figure 16:** The importance of achieving superiority and dominance for sales advisors

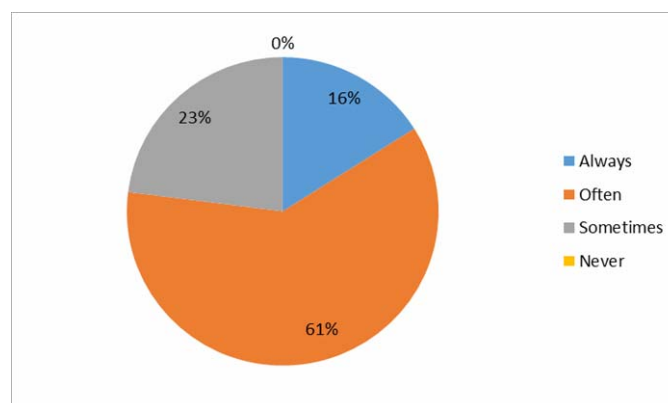


*Source: Author's results, 2015*

When asked what does achieving superiority and dominance over a potential customer present, the biggest number of respondents (31 people) answered that thereby half of the work is already done, which means that it is much easier to achieve desired results from a dominant position. However, 16 respondents were less sure about the importance of achieving dominance, but they still agree that it increases the possibility of ending the sales negotiations successfully. Only 4 people out of the total 56 respondents answered that it is difficult to influence the potential customers, which seems to suggest that the majority of sales advisors still manage to achieve a dominant position and influence the customers' decisions. 5 respondents chose something else for their response.

Finally, Figure 17 shows how often the sale advisors establish a dominant position over the potential customer.

**Figure 17:** The frequency of establishing a dominant position



*Source: Author's results, 2015*

As much as 61% of the respondents responded that they often establish a dominant position, which supports the hypothesis that a dominant position positively influences the outcome of the sale. Additional figures that support the aforementioned are the 23% of respondents who sometimes manage to establish a dominant position, as well as the 16% of the respondents who never fail to establish a dominant position. None of the respondents chose "Never" as their response, which is also significant since it confirms that a dominant position seems to be extremely important when it comes to successful sales results of every sale advisor.

### **CONCLUSION REMARKS**

Considering the fact that employers take great care about the level of preparation, expertise and the amount of information that sales advisors have, it is understandable that sales advisors profit from negotiational tricks, which means that their negotiation skills are very well-developed. As the conducted survey showed, the majority of sales advisors believe that the first impression is very important, and the proverb "a smile can open many doors" (including the ones of the customer's pocket) seems to be every sales advisor's words to live by. This is the way in which they create a feeling of closeness and uniqueness for every customer. This makes the customer believe what the sales advisor is saying. The sales advisors behave in a way that makes the customer feel like he/she is the only focus of interest, and that they want the sales negotiations to end most pleasingly for both parties. This impression is supported by specific actions such as postponing other activities, not accepting phone from other potential buyers, and so on.

After examining the car market trends globally and in Croatia, it can be concluded that, after the world economic crisis, car sale business has continued to show a positive trend, which leads us to the topic of this thesis that deals with the dominant position of sales advisors aiming to increase the efficiency of car sale business in Rijeka, Primorsko- Goranska county. The anonymous survey has been conducted on 56 sales advisors, 14 female and 42 male, from 20 sales centers in Rijeka. The survey questions dealt with the way that sales advisors behave around the potential buyers. According to the answers to the 17 questions, the conclusion seems to be that power and influence are very important factors for successful sales advisors, i.e. sales advisors have to be very familiar with the basics of the business negotiation process. Informal conversations held with the respondents outside the framework of this study showed that employers regularly organize seminars that focus particularly on achieving the aforementioned power and influence, which consequently leads to dominance.

However, some of the respondents claimed that such seminars deal with business negotiation in general, without mentioning power as the key term, which may imply that some of the respondents are not willing to acknowledge that their negotiation skills affect customers' decisions. The survey clearly shows that power and influence, i.e. dominance, are foundations for a successful sale process and achieving desired results. Knowing the right information was listed as the key factor for achieving dominance by 29 respondents (which is slightly over 50% of the overall sample), which leads to obtaining power and influence over the customer, which of course results in manipulating with customer's impression about the product. The majority of the respondents acknowledged the importance of the first impression for the successful outcome of the sales negotiations, while as much as 88% of the respondents described their initial approach as friendly and kind.

The most illustrative fact that shows the importance of being familiar with the basics of business negotiation is the fact that 68% of the respondents succeed in selling the vehicle to the customer who is concerned about the brand image. Sales advisors claim that they manage to close the sale due to knowing the right information, which they use in accordance with their negotiation skills to affect the customer's opinion to suit their needs. It is important to note that as much as 75% of the employers frequently organize seminars where sales advisors upgrade their business negotiation skills in order to achieve the best possible sales results. The importance of achieving a dominant position is also indicated by the fact that 31 respondents believe that achieving such a position means that half of the work is done, while additional 16 respondents believe that dominance significantly facilitates the sales process. All these questions, as well as the others listed in the survey, lead to the conclusion that a dominant position is one of the key factors for successful business negotiations.

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## APPENDIX I. EVALUATION FORM

- 1) **Sex?**
  - a) Male
  - b) Female
  
- 2) **Importance of first impression that sales advisors leave on the potential customers?**
  - a) First impression is crucial
  - b) First impression is important, but not crucial
  - c) First impression can be modified by the seller's negotiation skills
  - d) First impression is irrelevant when it comes to the car sale
  
- 3) **The initial approach to a potential customer?**
  - a) Dominant
  - b) Withdrawn until I assess their level of interest
  - c) Friendly and warm
  - d) Strictly official
  
- 4) **The way you demonstrate your self-confidence and determination?**
  - a) A firm handshake
  - b) Smiling and approachability

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- c) Strong communication skills
  - d) All of the above
- 5) How often are the respondents willing to let the customer take on the dominant position, i.e. let them become the leader of the sales negotiations?**
- a) Always
  - b) If it positively influences customer's interest level
  - c) If it leads to achieving the sale goals
  - d) Never
- 6) Which methods sales advisors use to establish a dominant position over a potential customer?**
- e) Knowing the necessary information
  - f) Communication skills
  - g) Using the power of reward
  - h) Using customer's negotiation setbacks for personal advantage
- 7) The key factors for closing the sale with challenging customers?**
- a) A dominant position
  - b) Discount
  - c) Rewards (warranties, service, additional equipment)
  - d) The brand image
- 8) The most relevant factors for the success of sales negotiations:**
- a) Dominance over a customer
  - b) The buyer's interest for a particular brand/model
  - c) Price-purchase power
  - d) Making the customer believe that he/she is receiving a gift
- 9) The most common reasons why a potential buyer withdraws from sales negotiations:**
- a) Limited budget
  - b) Inappropriate attitude of the sales advisors towards the customer
  - c) Better offers made by another seller
  - d) The discontent with the overall offer
- 10) The behavior of sales advisors who established a dominant position over customers:**
- a) I stick to the original offer
  - b) I offer a much more expensive vehicle
  - c) I offer a slightly more expensive vehicle
  - d) A potential buyer eventually buys what I offer
- 11) The behavior of sales advisors around the customers with unlimited budget:**
- a) I try to establish a dominant position
  - b) Leave the dominant role to the customer and act politely
  - c) Force the most expensive model
  - d) Offer a cheaper model and earn customer's respect



- 12) The behavior of sales advisors around the customers with limited budget:**
- a) I try to achieve dominance and sell the product
  - b) I do not impose because the buyer has a clear idea of what he/she wants
  - c) I give a slightly better offer in order to win the customer over
  - d) Something else
- 13) The most important factors for a successful car sale:**
- a) Price-purchase power
  - b) Approach and dominance
  - c) Car brand
  - d) Brand's public image
- 14) The approach in the car sale process when the brand has a poor public image:**
- a) Affecting the customer's opinion
  - b) Customer's limited budget
  - c) Rewards
  - d) Something else
- 15) Employer's concern about the technical expertise and competence of sales advisors:**
- a) Employer cares a lot–frequent seminars
  - b) We attend seminars regularly
  - c) We receive business-related brochures
  - d) Employer does not care
- 16) The importance of achieving superiority and dominance for sales advisors:**
- a) Half of the work is done
  - b) Increased possibility of a successful sale
  - c) It is difficult to influence the customers
  - d) Something else
- 17) The frequency of establishing a dominant position:**
- a) Always
  - b) Often
  - c) Sometimes
  - d) Never