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Faculty of Business, Management and Economics

**Sales Process of international products in Kosova**  
**Case Study: Rainbow Product**

Bachelor of Science in Marketing and Sales

Adem Hamza

March/2011

Prishtinë



Faculty of Business, Management and Economics

Bachelor Thesis  
Academic Year 2007-2010

Student: Adem Hamza

**Sales Process of international products in Kosova**  
**Case Study: Rainbow product**  
Supervisor: Univ. Prof. Dr. Edmond Hajrizi

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Submitted in partial fulfillment of the requirements for a Bachelor Degree

### **ACKNOWLEDGEMENTS**

First of all I want to be thankful to God for giving me the opportunity to be in this situation to write thesis.

Over recent months I wondered what topic to pick up for the thesis, but in consultation with the first professor I decided to write for sales, specifically Sales Process, that is also related directly to my studies “Marketing and Sales, what I had completed my exams. During the last two months I worked almost regularly in the thesis. Normally it had difficulties and challenges during this period, but finally I managed to finish what I wanted. It was something good, because I like selling, also a new experience in this study made.

I'd also be grateful for the information contained Rain Works.

Also I am grateful and respectful for all that in one way or another contribute and support me to successfully complete the Thesis.

### ABSTRACT

This study is done in field of sales, and the purpose of the research was to understand what kind of steps this company uses to come till the sale of the product. Also I will explain the relationship between theory and practice, does this company follow the steps of selling what is written in theory, or this company has its own steps that follow to sell its products.

This study uses a deductive approach, using quantitative and qualitative data. First of all I developed two questionnaires, in order to analyze in details my study. One questionnaire was developed for the company, and one for the certain amount of people who live in Kosova. All interviewed people had already the product.

Based on the findings I realize for the product called Rainbow, some of the dimensions that I mentioned in questionnaire, like quality, satisfaction, after purchase service (customer service), product service is easy to use. In all these dimensions customers were satisfied with the product, and can create a great equity. But also were some other dimensions like: price of the product, product was worth the purchase price, the customers were skeptic, because they thing that product for the standard of Kosova is very expensive, and not all the potential customers can purchase the product.

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### 1. INTRODUCTION

#### 1.1 Sales Background

Sales have attained very high importance in every enterprise since the turn of the millennium. It is the last, and the same time the most important member in the value-added chain. Furthermore, sales are the only instrument of marketing which gains revenue and does not create costs like other marketing instruments. [1].

The SWOT analysis is a relatively simple method to establish the present situation of the sales or sales unit or that of a competitor. With internal view strength and weaknesses are analyzed, with an external view, opportunities and threats. [1].

At the beginning of every action are aims that must be SMART (Specific, Measurable, Achievable, Real, and Time) [1].

Sales planning and good marketing plays a vital role in the success of an enterprise. Sales planning mean reaching targets through systematic measures or approaches. Sales planning represent a systematic future arrangement or direction of the sales in an enterprise. [2].

To eliminate the numerous weak points in classic, function-oriented organizational forms, a process orientation with systematically supported sales that becomes more important. A business process is the result of logically coherent activities designed to accomplish a certain business goal within a certain period of time. For every enterprise it is important to know those processes or process phases which fundamentally influence the market success. [1].

Possible phases of the selling are:

1. Generating Sales Leads
2. Qualifying leads
3. Preparing for the Sales Meeting

4. Making Initial Contact
5. The sales meeting
6. Handling buyer resistance
7. Closing the sale
8. Account maintenance [3].

### 1.2 Case study: Rainbow product (international product) in Kosova

I will illustrate an example of one company in Kosova, about the process of selling that the company uses to be successful in market. I will be concentrate in the theory and practice, what steps are in theory, and what steps this company use, does this company follow this steps, or what kind of steps this company use to be successful in its sales. [4].

I will talk for the company named Rain works that is subsidiary of the company Rexair in USA. Rexair produce Rainbow cleaning system since 1936 and has millions of customers around the world. This cleaning system has 14 different functions, among all two of them are the most important, the cleaning and hydration air. This company opened its branches around the world including Kosova and Albania [4].

The selling process in this company differs from other sales and follows these steps:

- Supply the recruiter with the rainbow system
- Appointments for presentations
- Presentation in family
- Agreement
- Payment
- Delivery of product [4].

### 1.3 Purpose of research and research questions

The purpose of the research is to find how the company mentioned above does its sales, what kind of steps follows, how is the organization of the company, what ways this company uses to achieve its goals.

RQ1: What kind of steps this Company uses to sell an international product?

RQ2: What is the role of the customers in the company?

The reasons why I chose these two questions to be important for my thesis are that based on the first question as I saw from the customers and from the interview that I done with the person in the company, I think the company should change the way of selling the product.

In the second question about the importance of the customers, I think the customers play the main role of the marketing in this company, because the marketing of this company mostly is done by customers, is face to face marketing.

## 2. LITERATURE REVIEW

### 2.1 Sales overview

A sales process also is known as sales funnel, or sales tunnel, is a systematic process for achievement of goals, which are selling a product or a service. Sales have the most important role in the enterprise, because sales are the only marketing goal that gains revenue and does not create costs like other marketing instruments. Sales management is a process which takes place at the interface of an enterprise and its market is primarily aligned with the customers. Sales management means all the sale force personnel management that works in marketing activities like, advertising, sales promotion, marketing research, physical distribution, pricing& product merchandising. Sales management is the realization of an organization`s goals in an effective& efficient manner through planning, staffing, training, leading& controlling organizational resources [1].

### 2.2 Sales Management Process

Sales management consists of three interrelated functions:

- Sales Plan Formulation: Setting Objectives
- Sales Plan Implementation: Putting the plan into the action
- Sales force Evaluation and Control: Measuring Results [5].

#### 2.2.1 Sales Plan Formulation: Setting Direction

Sales plan formulation is the most basic of the three sales management functions. The sales plan tells what need to be achieved, where, and how selling effort of salespeople is to be directed. Formulating the sales plan involves three tasks: setting objectives, organizing the sales force, and developing account management policies [5].

**Setting Objectives** describes what needs to be achieved. Selling objectives can be output related and focused on dollar or unit sales volume, number of new customers added, and profit. The objective is behaviorally related and is typically for every person: the product knowledge, customer service, and selling and communication skills [5].

**Organizing the sales force** Enterprises organize their sales force base on: customer, product or service, geography. When different types of buyers have different needs, the customer sales organizational structure is used. In geographic structure the globe is divided in regions, the regions in districts or territories. A product sales organization is used when specific knowledge is required to sell a product [5].

**Developing Account Management Policies** In this task of formulation account management policies specify whom salespeople should contact, what kind of selling and customer service activities should be engaged, and how these activities should be carried out [5].

### 2.2.2 Sales Plan Implementation: Putting the Plan into Action

Based on the tasks of plan implementation the sales plan is put into practice. Whereas the sales formulation focuses on ``doing the right things``, implementation focused on ``doing things right``. The three major tasks are: sales force recruitment and selection, sales force training, sales force motivation and compensation. [5].

**Sales force Recruitment and Selection** The most crucial task of sales management is recruitment and selection of salespeople. It means that should find right persons for the required positions in enterprise. Recruitment and selection starts with the job analysis and job description, followed by a statement of job qualifications. [5].

**Sales force Training** Recruitment and selection is one time event, sales force training is an ongoing process that affects both new and seasoned salespeople. Sales training cover more that selling practices. On-the job training is the most popular type of training, followed by individual instruction taught by experienced salespeople. [5].

**Sales Motivation and Compensation** Motivation is a continuous process that people need in their work place. A sales plan cannot be successfully put in place without motivated salespeople. Research on salesperson motivation suggests that: a clear job description, effective sales management practices, a personal need for achievement, and proper compensation, incentives, or rewards will produce a motivated salesperson. An importance motivation for the salesperson is also financially rewards. Salespeople are

paid using one of three plans: straight salary, straight commission, or a combination of salary and commission. In the straight salary compensation, salespeople are being paid fixed per week, month, or year. In straight compensation plan salaries are given to the salespeople based on the sales or profit generated. A combination plan contains a fixed salary, plus a commission on sales or profit generated. [5].

### 2.2.3 Sales force Evaluation and Control: Measuring Results

The final function in the sales management involves evaluation the sales force. At this point salespeople are assessed as to whether sales objectives were met and account management policies were followed. To evaluate different evaluations, we used to measures: quantitative and behavioral measures. [5].

**Quantitative Assessments** called quotas are based on input and output, related objectives set forth in the sales plan. Inputs are more focused on the actual activities performed by sales people, and outputs measures often appear in a sales quota. A sales quota is specific goal for specific sales person, sales team, branch sales office, or sales district for a stated period. [5].

**Behavioral Evaluation** is used to evaluate salespeople. These includes all behaviors like salesperson`s attitude, attention to customers, product knowledge, selling and communications skills, appearance, and professional demeanor. [5].



**Figure 1. Sales Management Process [5]**

### 2.3 The Promotional Elements

There are five alternatives that a company can use in order to communicate with customer, like: advertising, personal selling, public relations, sales promotion, and direct marketing. Three of these elements-advertising, sales promotion and public relations are useful for mass selling because they are used with groups of prospective buyers, in other hand, personal selling uses customized interaction between a seller and a prospective buyer. Face to face, telephone, and interactive electronic communication are activities in personal selling. Direct marketing also uses messages customized for specific customers. [5].



Below we will see distinctions among these five elements:

Promotional Element	Mass Vs Customized	Payment	Strengths	Weaknesses
Advertising	Mass	Fees Paid for space of time	Efficient means for reaching large number of people	High absolute costs Difficult to receive good feedback
Personal Selling	Customized	Fees paid to sales people as either salaries or commissions	Immediate feedback, select audience, very persuasive	Expensive, per exposure, messages may differ between salespeople
Public Relations	Mass	No direct payment to media	Often most credible source in the consumer's mind	Difficult to get media corporation
Sales Promotion	Mass	Wide range of fees paid, depending on promotion selected	Effective at changing behavior in short run	Easily abused Can lead to promotion wars, Easily duplicated
Direct Marketing	Customized	Cost of communication via mail, telephone, or computer	Messages can be prepared quickly Facilitates relationship with customer	Declining customer response Database management is expensive

Figure 2. The Promotional Mix [5]

### 2.3.1 Advertising

Any paid form of non personal communication about a good, service, organization or idea by an identified sponsor called advertising. This paid aspect is very important because the space for the advertising message normally must be bought. The public service announcement is an occasional exception. Also important thing in advertising is non personal component. Advertising involves mass media (such as radio, TV, newspaper, magazines), which are non personal and do not have an immediate feedback loop as does personal selling. When the company pays for the advertising space in media, the company can control what it wants to say, and to whom the message is sent. Advertising also allows the company to decide in what time the advertising should be showed (which includes how often). Advertising has advantages and disadvantages; the advantage is that once the message is created, the same message is sent to all receivers in a market segment. The cost s to produce and place a message is significant, and the lack of direct feedback makes it difficult to know how well the message was received, this is disadvantage. [5].

### 2.3.2 Personal Selling

Personal selling is the second major promotional alternative, which is defined as two way flow of communication between a buyer and a seller, that is designed to influence a person`s or group`s purchase decision. Differ from advertising, personal selling is face to face communication between the sender and the receiver. [5].

As advertising has its advantages and disadvantages, also personal selling has its advantages and disadvantages:

A sales person can control to whom the presentation is made. One important advantage is because personal sellers can chose the medium where they want to show their products. Also one other important advantage is that the sellers can see or hear directly the reaction of the potential buyers. If the feedback from the potential buyer is unfavorable the sales person can modify the message. [5].

The disadvantage can be the lack of experience and the flexibility of personal selling. No consistent message is given to all potential buyers from different sales people that can change the message in different places. The major disadvantage can be probably the high cost of personal selling. In the cost per contact basis, it is generally the most expensive of the five promotional elements. [5].

### 2.3.3 Public Relations

The form of communication management that seeks to influence opinions, beliefs, or feelings held by customers, prospective customers, stockholders, suppliers, employees, and other publics about the company and its services or products called public relations. Publicity is non personal, indirectly paid presentation of an organization, good, or service. The difference between both advertising and personal selling versus public relations is the ``indirectly paid`` dimension. Publicity try to get the medium to run a favorable story to the company, it is not like advertising that pay for space in a mass medium (such as television or radio). [5].

As advertising and personal selling, publicity has its advantages and disadvantages.

The advantage is the credibility. When you read a good story about something, you try to believe it.

The disadvantage of publicity relates to the lack of the user`s control over it. With publicity is little control on that what is said, to whom, or when. As a result, publicity rarely is the main component of a promotional campaign. [5].

### 2.3.4 Sales Promotion

Sales promotion is the fourth promotional element, and is short-term inducement of value offered to arouse interest in buying a good or service. Examples of sales promotions are coupons, rebates, samples, and sweepstakes that are just few of examples of sales promotion. The advantage of sales promotion is that the short term of these programs (such as sweepstakes or coupon with an expiration date) often stimulates sales for their duration. The gains are often temporary and sales drop off when deal ends, for that sale promotions cannot be the sole basis for a campaign. Because of sales promotion into a long term, advertising support is needed to convert the customer who tried the product. If we conduct sales promotions continuously, they lose their effectiveness. The delay of purchase began from customers until a coupon is offered, or they question the product`s value. [5].

### 2.3.5 Direct Marketing

Another promotional element is direct marketing that uses direct communication with consumers to generate a response in the form of an order, or a visit to a retail outlet. In this communication are included many forms like: face to face selling, direct mail, catalogs, telephone solicitations, direct response advertising ( on television, on radio and in print), and online marketing. Direct marketing consists of interactive communication, same as personal selling. The advantage is that direct marketing is being customized to match the needs of specific target markets. [5].

Direct marketing has been of the fastest growing forms of promotion and has several disadvantages. The first disadvantage is that most of the forms of direct marketing should be up to date and comprehensive database with information about the target market. The development and maintain of this database is very expensive and takes very much time. In addition, growing concern about privacy has led to a decline in response rates among some costumer groups. [5].

### 2.4 Selling Process/Steps

In this part we will be focused more in activities that are involved in selling process. Most of what we will cover will be the activities of sales persons undertake when one part of their job is responsibility to obtain orders, the information that they present can be valuable for everyone who finds themselves in need for guidance in different situations. [3]

In order to sell and built long term relationships between the salespersons and customer we should go through the selling process activities. This activities are applied almost for all selling situations (including non-product selling such as selling an idea), but we will concentrate more in activities of professional sales people. The professional salespeople we define those people where their occupation involves selling products (i.e. goods, and services) for buyers, and for organizations that support and appreciate well trained sellers and ethically responsible. [3]

The selling activities undertaken by professional salespeople include:

1. Generating Sales Leads
2. Qualifying leads
3. Preparing for the Sales Meeting
4. Making Initial Contact

5. The sales meeting
6. Handling buyer resistance
7. Closing the sale
8. Account maintenance [3]

This order of activities should be a suggestive of step by step approach (one activity must be carried out before the next), in many situations this activities change. ``For example, a buyer a buyer for a large retailer may have observed a salesperson's product being used while visiting a competitor's store. The buyer, anxious to obtain the product for use in her own stores, contacts the salesperson immediately upon returning to the office. After addressing a few questions from the salesperson confirming the buyer's status at the retail company and without much prodding by the salesperson, the buyer places an order and agrees to meet the salesperson for lunch the next day. In our example, only activities #2 – *Qualifying the Lead*, #7 – *Closing the Sale* and #8 – *Account Maintenance* are carried out in order to obtain the sale and to begin building a long-term relationship.`` [3].

### 2.4.1 Generating Sales Leads

The sales start from the moment when we locate potential customers. A potential customer or prospect is the first step which identifies sales lead, which means salesperson got the information to suggest that someone exhibits key characteristics that lend them to being a prospect. For salespeople which main role of them is getting orders, there is virtually no chance of being successful unless they can consistently generate sales leads. [3]

Sales leads include:

- Prospect Initiated- when prospects initiate contact, that includes lead obtained
- Profile fitting- uses market research tools, such as company profiles, that customers fit the company's products. The profile is based on profile of previous customers.
- Market monitoring-through market monitoring leads are obtained, such as new articles, internet forums and corporate press releases.
- Canvassing- leads are gathered by cold-calling, including in person, by telephone, or email.
- Data mining- sophisticate software is used to evaluate information in gathering prospects previously by a company.
- Personal and Professional Contacts- referrals are used to locate sales leads. These referrals can come free for salespeople, but to encourage referrals salespeople may offer payment for them. None paying methods including acquaintances (e.g. friends, business associates) and networking (e.g. joining local or professional groups and

associations). Paid methods can be payment to others who direct leads that can turn into customers, including using internet affiliate programs (paid for referrals).

- Promotions- this method is useful when you give a gift to the prospect in order to provide contact information or attend a sales meeting. For example, offering free software for signing up for a demonstration of another product. [3]

### 2.4.2 Qualifying Sales Leads

Not all of sales leads can be the potential prospect. There are many reasons for that, like:

- Cannot be contacted- Some of the potential prospects may fit the criteria of being prospect, but sometimes we don't have as much time, we cannot gain time to meet all prospects, so this is very difficult to gain all prospects ( e.g. high level executives)
- Need already satisfied- the potential prospect may already have our product that was offered from our competitor, so he or she doesn't need our product because already have one, and may not have the need for additional products.
- Lack Financial Capacity- maybe the need for the product is, but doesn't mean that all prospects can afford it. Lack of financial capacity is always the main reason why sales leads do not become prospects.
- May not be key decision maker- the desire can be for purchasing the product, but maybe the prospect doesn't have the authority to approve the purchase.
- May not meet requirements for purchase- the prospect does not meet the requirements for purchase (e.g. the other products are more useful for the prospect that he/she works properly with them). [3]

Qualifying mean the process of determining whether the sales lead has the potential to become prospect. In some cases, the seller qualifies the sales lead for making the first call. For instance, the lead can be done through the use of research reports, for example from the evaluation of a company's financial position using publicly available financial report services. Moreover, sellers will not be in a position of qualifying sales lead until they establish contact with a lead, which may occur in activities associated with either Making Initial Contact or Sales Meeting. [3]

### 2.4.3 Preparing for the Sales Meetings

If the prospect has been qualified, or the prospect cannot be qualified for many reasons (e.g. additional information are needed), next thing that sales person should be prepare is preparing for the sales call. In this stage, the main point that sales person should be focused more will know more in details as much as possible the prospect. In generation and qualifying the seller may gain a great deal knowledge about the customer, in instance, the seller need to know more about the prospect, once actual sales called is made. [3]

The sales person should use their research skills to learn more about the prospect, like:

- Who is the decision maker
- What is the customer`s organizational structure
- What products are currently being purchased
- How are purchase decisions made [3]

This information sales person can attempt to gain from several sources like: corporate research reports, information on the prospect`s website, conversations with non-competitive salespeople that dealt with prospect, also by asking questions when setting up sales meetings ( we will see later in Making Initial Contact). This information will help the sales person to prepare for the sales presentation. For example, if the sales person knows more about the products that the prospect purchase, the sales person will try to convince the prospect to buy their products. Moreover, having more information about the prospect, allows the sales person to be more confident in his/her presentation, and come across as more knowledgeable when meeting with the prospect. [3]

### 2.4.4 Making Initial Contact

While the sales person has some information about the prospect, he/she can move to make initial contact. In some cases, the sales person can be fortunate and can have the prospect contact, but in some cases, sales person should to initiate the contact. The arrangement of contacts in many cases is as much as selling effort as selling product. [3]

To arrange contact there are too many approaches:

- Cold calling for presentation- the main point of cold calling is trying to attempt to conduct a sales meeting. In this point another approach is, not just making the call for the conducting a meeting, but also, give a short presentation during this call. This approach can be difficult since the prospect may be irritated by having

unannounced salespeople interrupt them, and to get free time for the sales meeting because of his/her work schedule.

- Cold calling for appointment- in this point, the main approach is to contact the prospect for making an appointment in advance of the sales meeting. The advantages of this are that the sales person will be preparing for the meeting also will have the opportunity to gain more information about the prospect. This way also has added advantage of agreeing of prospect to sit for the meeting, which will make the prospect more acceptable to the product, than if the sales person had followed the cold calling for presentation approach. [3]

### 2.4.5 The Sales Meeting

The most important in the selling process is the stage of sales meeting, because here the sales person will be face to face with prospect. In this stage the sales person will spend a good amount of time on presenting the product to the prospect. While the word ``presenting`` mean convincing the prospect for purchasing the product, by representing the prospect the features and benefits of the product, in real, the successful sellers find effective presentations to be more a give-and- take information. [3]

Additionally, is not just the seller will present the product to the prospect but also some other things take place during the presentation like:

- Establishing relationships with the prospect- jumping direct to discussion of the product is not the way that successful salespeople do to build relationships. Firstly they spend a short period of time in a friendly conversation to create a relationship with the potential customer; this is very important factor, building the relationships between the seller and the buyer.
- Gaining background information- the salesperson will use his/her skills to learn more about the prospect, and his/her company and industry.
- Access prospect`s needs- when the salesperson gains the information about the background of the prospect, he/she should be able to know more about the needs and determine these needs of the potential prospect. To do that, sellers must be skilled at listening, and understanding responses.
- Presenting the product- the sales person will try to convince the prospect by discussing about the features and benefits of the product in that way that is tailored in needs of the prospect. Part of this presentation can be also demonstration of the product.



- Assess the prospect- during the presentation, the seller will use techniques, like body language, to gauge the prospect's understanding and acceptance of what is discussed. [3]

### 2.4.6 Handling Buyer Resistance

In most of the time the prospect take resistance during the presentation. By this resistance we are referring that prospect has this product and how it will work for their situation this product. In most of the cases the resistance is verbally (e.g. I don't see how this product is useful for my company) but other times the resistance presents itself in a nonverbal fashion. [3]

The sales resistance may look like difficult part of the selling process, most successful salespeople actually welcome and encourage it as part of selling process, because is an indication that prospect is paying more attention to the product and may even have an interest in purchasing it, if the resistance can be effectively addressed. [3]

To get over resistance, sales people are trained to make sure that they clearly understand the prospect's concern. Sometimes prospects say things that can be against to the product, but they can have another issue for preventing them for agreeing to buy the product. Salespeople rarely can sell the product, before the resistance has gone. [3]

### 2.4.7 Closing the Sale

Most of the people said that this part is most difficult part of selling process. Closing the sale is the time when the seller ask the prospect if he/she is agreeing for buying the product. Here is also the time when the prospect is unwilling to make the promise, consequently, respond to the seller's request by saying that I am not buying the product. For salesperson that is involved in sales, it will be very difficult to overcome the rejection of sale, especially if it occurs on a consistent basis. [3]

In other hand some salespeople said that closing the sales is very easy, if they preliminary worked on building relationships with prospect. In some cases, even the customers are satisfied with the presentation and the product; unfortunately, they have lack of confidence, and insecure in decision to purchase the product. For these buyers, salespeople should have skills to convince the buyer to place an order. [3]

The use of persuasive techniques is the most misunderstood and controversial concept of the selling process. This can be bad because the potential customers can think that this is

just to manipulate to them in order to do something that they don't want to (e.g. buy the product). But for the salespeople this doesn't take place, they think that persuasive is the skill for assisting in making decisions, not making someone to make decisions. The difference is important. In one hand is manipulative, in the other hand is helpful and designed to benefit the buyer. As we noted, persuasion does not happens always. [3]

Many times buyers decide to buy the product in closing sale, since they are convinced for features and benefits of the product are right for them. [3]

For salespeople, it takes time to know when it is time to close the sale, they need more experience, in order to be more flexible in closing the sale, and what techniques should they use in certain customers. In any event, the closing sale can be the beginning of the relationships between the seller and the buyer. [3]

### **2.4.8 Account Maintenance**

The account maintenance is the last activity of selling process, this is the stage when begins the relationship and beginning of next sale. In selling situations the repeat purchasing is a goal (compared to one time sale), following up, is the time when the relationships are developed in long term. [3]

After sale, the sales person should be very carefully with the customer, to know if the customer is satisfied with the product, and to determine other ways in order to satisfy more the customer with the product. The nature of after sale follow up will often depend on the product sold. Expensive, difficult purchases, that require installation and trainings, may result in sales person to spend more time with the customer after the sale, while smaller sales may have the seller follow up with simple conversation, or phone correspondence. [3]

Maintaining contacts with the customer after the sale, the salesperson is in a position of building relationships between each other, and become more accepted by customer, also leads the salesperson to know more about the customer's business. With this knowledge about the customer, the sales person will have the chance to present more selling opportunities to the customer. [3]

### 3. PROBLEM STATEMENT

My thesis has to do with international products that are selling in Kosova. I was focused just in one product called Rainbow. My goal was to find out how this product trade in Kosova`s market, what kind of steps the company (Rainwork company is general distributor for Kosova and Albania) uses to sell this product, and what is the role of the customers in the company.

#### 3.1 Short history of Rain works/ Rexair

Rain works is a branch of the company Rexair, USA. Rexair Company was established in 1984 in USA, and during these years of its operation this company has encountered many changes in its product, always making it more functional and more perfect in the functions that it performs. Rexair is one company that has its branches all over the world. This company made the air purification system. This product has 14 different functions and the most important is the function of cleaning and hydration air. [4]

Rain Works Company started its operation in Kosova in 2003, also opened one branch in Albania too. [4]

Based on the sales and the number of employees, and many other requests, Rexair Company gives the title certain people that lead its branches around the world, started from SD, RGD, ISD, and RSD. Based on this title, they have different treatments from Rexair, like demand of the product, type of payments, travelling, and countries that will be certified for selling this product. [4]

Rexair`s branch in Kosova has staff from 20 employees, and 50 employees as mobile sellers, being one of the most succeeds company in Kosova. [4]

All serial numbers of rainbow system that are sell, names and number of phones of buyers, and the date of the deliver, company in Kosova sent to the Rexair, doing weekly reports. [4]

Also the company do monthly reports that are included are sales for Kosova and Albania, number of dealers, dealers form groups, individual sales, and group sales, number of new recruiters that are supplied with rainbow system, number of appointments that are realized and appoint, number of appointments individually conducted for every dealer etc. [4]

### 3.2 Rain works company example

#### 3.2.1 Product Order

The order of product is doing by External Officer Affairs. He/ She do the order from internet. Every month the company determines the number of products that should be produces from Rexair for the branch in Kosova, and every 6 month the container came from USA, and delivered in Montenegro. [4]

Depends on the need for the product we do the payment in the Rexair`s Account, and we sent the payment bill to the Rexair, they do the release for the product, after the release product delivered to Kosova. [4]

In Kosova, they register the number of products that came from Montenegro, and serial numbers of these products sent to the Rexair, to know which products came in Kosova. [4]

#### 3.2.2 Product Selling

The selling process of Rainbow product differs from other sales. To arrive till the sale of the product, is needed to go through this phases:

- Supply the recruiter with the rainbow system
- Appointments for presentations
- Presentation in family
- Agreement
- Payment
- Delivery of product [4]

##### 3.2.2.1 Supply the recruiter with rainbow system

Everyone who wants to work as a mobile seller for the selling of the rainbow system is welcomed to try to be a good seller, but he/ she should fulfill some requirements. [4]

The new recruiter should have license driver, the women should be married, and they should learn the presentation of rainbow system. [4]

The recruitment of new mobile sellers most of the time is taken from the families that is showed to them the rainbow system and from electronics medium. The Dealer that recruit new dealer, for every new dealer`s sale earn an amount of 50 Euro. After the recruiter pass the test, he/ she is being supplied with rainbow system and starts presentations in families. At the beginning is obligatory to do 5-10 presentations to his/her neighbors, from them takes different names and bring to the marketing. [4]

Based on the number of names that bring in marketing, it released the receipt for the fuel, the amount is depends on the number of names that he/ she bring. [4]

The names that are given from the families that purchases the product, the company gives more money in receipt for fuel, compare to the names that are given from the families that didn`t purchases the product. [4]

### **3.2.2.2 Appointments for presentations**

From the names that every dealer brings to the marketing, the marketing girls appoint the time and date of the presentation and the dealer is obligated to present the rainbow system in the family. The marketing gives the appointments dealers with all information about the families that are assigning for the presentation. [4]

### **3.2.2.3 Presentation in family**

The presentation is familiar, and is assigned just in case if all the members of the family are present in presentation. After the presentation the dealer offer the agreement for purchasing the rainbow system, and types of payments. [4]

### **3.2.2.4 Agreement**

If the potential prospect is agreed to do the contract, which contract includes 6 years warranty for motor parts, the method and the type of payments, delivery of rainbow system, notification of absences, the possibility and conditions of withdrawal of the contract etc. [4]

### **3.2.2.5 Payment**

The rainbow system can be paid in three forms:

1. Cash (one part of amount in advance in the day of presentation, and other amount of money on the day of the rainbow system delivery).
2. Via Bank ( the company provide to the customer the opportunity of applying for the loan for two or three years, in order to be able to purchase the product and to pay installments)
3. Installments (the customer can pay the product base on the agreement between the customer and the company, on how installments of the payment should be paid). [4]

### 3.2.2.6 Delivery of the product

Based on the type of the payment, the company delivers the product and additional equipment. [4]

In the first case when the payment is in cash, the rainbow system delivers to the customer on that day that customer do the payment. Also exists additional equipment are delivered on that day. [4]

In the case when the payment is via bank, after the advance that is given in the day of the presentation by customer, customer takes the right to apply for loan, after the withdrawal of the loan, company delivers the rainbow system. [4]

In the third case, installments, company delivers the rainbow system, but not all the equipment, but after the last installment, company delivers the left equipment. [4]

### 3.3 Problem statement

First of all was an explanation of sales, an overview, what are sales, what is the importance of sales etc. after that I continued an explanation of sales management process, which is the function of sales management process, what steps follows. In the promotional elements, I explained in details, why these elements are important, in order to communicate with customers. Promotional elements are: advertising, personal selling, public relations, sales promotion, and public relations. Selling process and steps taken from website, explained what kind of steps should mostly all sales companies should use in order to sale its sales effectively, where the most important step was ``the sales meeting``, because in this step the sales person has face to face meeting with the prospect. Rain work is the example that I wanted to research, to see if this company uses mostly same kind of steps that mostly all company uses or this company uses other steps in order to sell its products. After finishing the example the literature review has been done.

The literature review gives a lot of information about the sales, the importance of sales, but do not give the answer of my questions. In order to answer this question I did two questionnaires that can give me the answer about my question. In the first question about the sales processes, depends on the answers of interviewed people I realize that company should decrease the price of the product, should have more different ways for the customer to purchase the product, also they should increase the advertising of the product on mass media. These are some kind of strategies that the company should change to be more successful in the market.

The second question has to do with the role of the customers in the company. To answer this question I had an Interview with external affairs officer. From her answers I realize that customers are the main role in this company, because they are the potential customers, also they are companies marketing channels, because they do the marketing of the product, they gives other number of families that can be potential customers for purchasing the product. I will illustrate one example about the role of the customers. The dealer that do the presentation in family, takes from this family ten names, that can be 10 potential customers for purchasing the product, from these ten families, dealers, take 100 potential customers, and from these 100 families if they arrange the meetings for presentation they take 1000 potential customers, covering all population in Kosova. This is also kind of marketing, because everyone knows about the product.

When I arrived to answer these two questions my research has been completed.

### **4. METHODOLOGY**

#### **4.1 Research Purpose**

The research purpose of my thesis was to analyze the way of selling of an international product in Kosova. I try to understand does this company use the same way of selling like in other countries or this company adapt the way of selling in Kosova.

#### **4.2 Research Approach**

My thesis is qualitative because my data are in form gathered from interviews.

My thesis is deductive approach because I tried from the whole data that I got from the books and company, to focus just in sales process.

My research strategy first of all was reading books, also doing research in other fields like internet and magazines as general readings, after that I went to the company and I did the interview, also sent the questionnaires to the customers. After I gathered all this information I started writing about my thesis.

#### **4.3 Data Collection**

During my research I used primary data, because the purpose of the research is very specific, and the data cannot be found from secondary data. I also used secondary data to find general information about the subject of my thesis, in order to be more informed what is needed to be done from the company interviewed. All the primary data that are gathered by me are gathered by interviews.

The person that I interviewed was the External Affairs Officer in the company. First I was to the company, and arrange a meeting with External Affairs Officer, to explain about my subject. After that I sent the questions by email in advance in order to be prepared. This person sent me all the information that I asked from the person.

While the interviews with customers I sent them the attachment via email, and then they sent me back the email. The customers that I had chosen were customers that already had the product. This cost me a month time, because the people had their problems, and not all of them were able to answer my questionnaire. First I explained them the purpose of the questionnaire.



## 4. RESULTS

In order to achieve my goal to complete my thesis I did two questionnaires, one for the company that sells the international product, and the other one for the customers of this company that already has the product. I asked 20 owners of the Rainwork product and I got almost all of their answers.

### 5.1 Customer findings

#### 5.1.1 Demographics

First of all I am going to present the demographics of the participants, even is not very important because most of the potential customers are all the members of the family, not separated in age, or gender, education etc.

Age:	18-24	25-34	35-44	45-54	55-64	65-above
Percentage	7%	33%	49%	4%	7%	0%
Gender	Male	Female				
Percentage	63%	37%				
Education	Prim. School	Sec. school	Bach. Degree	Master	Prefer not to answer	
Percentage	7%	24%	52%	14%	3%	
Income per month	0-150	151-300	301-450	451-600	601-above	
Percentage	0%	15%	37%	25%	23%	

**Table 1. Participants Demographics**

#### 5.1.2 Other Customer`s dimensions

From the questionnaire I realize that 65% of the interviewed are user of the product less than 6 months, 23% of them are user more than 6 months, but less than one year, and 12% of the interviewers are user more than one year but less than 3 years.

How often they use their product I realize that 93% of them use their product once per week or more, and 7 % of them use their product 7 %.

After my calculation of interviewed people, I saw that 83% are very satisfied with the product, and 17% are somewhat satisfied.

### 5.1.3 Characteristics of the product

	<b>5-Very satisfied</b>	<b>4-somewhat satisfied</b>	<b>3-Neither satisfied nor dissatisfied</b>	<b>Some what dissatisfied</b>	<b>1-Very dissatisfied</b>
Quality	<b>86%</b>	<b>14%</b>			
Price	<b>3%</b>	<b>23%</b>	<b>38%</b>	<b>36%</b>	
Purchase Experience	<b>15%</b>	<b>63%</b>	<b>20%</b>	<b>2%</b>	
First use experience	<b>85%</b>	<b>12%</b>	<b>3%</b>		
Usage experience	<b>75%</b>	<b>13%</b>	<b>12%</b>		
After Purchase Service	<b>73%</b>	<b>20%</b>	<b>3%</b>	<b>4%</b>	
Repeat purchase experience	<b>n/a</b>	<b>n/a</b>	<b>n/a</b>	<b>n/a</b>	

**Table 2. Characteristics of the Product**

From the table above we can see that most of the people are satisfied with the product, and they do not have dissatisfaction about the product, but they said that the price of the product is very high for the standard of Kosova's population. Also the providing of after purchase service (like customer service etc) they are almost satisfied.

### 5.1.4 The importance of the product

	5-Extremely important	4-Very important	3-Somewhat important	2-Not very important
Quality	85%	15%		
Price	95%	5%		
Purchase Experience		10%	75%	15%
First use experience	2%	88%	7%	3%
Usage experience	10%	14%	70%	6%
After Purchase Service	70%	23%	7%	
Repeat purchase experience	n/a	n/a	n/a	n/a

**Table 3. Importance of product**

As we saw the table above we can see that the quality, price, and after purchase service is very important in one product, also in some cases first use experience.

In the questions about the likes and dislikes about the product, most of the interviewers said that the quality and cleaning system of the company is very likely, while the dislike was the price of the product, and spent more electricity than other products like this.

They think that the product is not comparable with other products, because they said they not seen this kind of this products but somewhat the same.

In the question if they will purchase the product again, 63% of them definitely will purchase the product, 25% probably, and 12% of them are not sure. In the question if they recommend to their colleagues, 89% definitely recommend, 9% probably, and 2 of them are not sure.

### 6. CONCLUSION

In order to be in step with the time, and to length the life of the product, one company should use different ways to gain company`s goals. Based on my findings that I got from the company, I saw that when the company started its business in Kosova, has more sales, even more than 100 per month, but nowadays, this company sell its product less than in beginning years. I think the problem is because the product always is going to be more expensive, even if the product came to be more qualitative, and with additional elements, but still is very expensive, and people are not able to purchase the product, because of the price. From the interviews that I conduct with customers that have already this product, they said that the price is very high for the characteristics that the product has, and most of the people are not able to purchase that product. I think that company should restructure its sales processes in order to length the life of the product. First of all they should decrease the price of the product, because is very high, they should have more ways of purchasing the product, easiest ways for their potential customers, also their marketing should be more effective, because they do less marketing of its product, except face to face marketing.

Every company in the world, without its potential customers cannot exist. Also this company cannot exist without its potential customers. In this company the advertising is done by customers, because, the dealers went to families, present the product, and if they agree, even disagree to buy the product, they give the dealer 10 numbers, where can be 10 potential customers for purchasing the product, and from this 10 potential customers if they agree to present the product in their families, also they give the dealers 10 names each, that means 100 families can be potential customers for purchasing the product. So, customers in this company play very important role in order this company to length the life of its product.

My conclusion is that the company from the beginning use the same way of selling the product, and they should change the way of selling the product. The company uses just one marketing channel, face to face marketing, and it is not enough marketing.

Also the company should consider the way of selling, which is very important factor in this company, they should provide easiest ways of purchasing the product, because as we mentioned above the price of the product is very high, and most of the population of Kosova cannot purchase the product because of their standard of living.

### 7. RECOMMENDATIONS AND FUTURE WORK

#### 7.1 Implications for theory

The main purpose of this research was to find out the sales process steps and the relationship between the theory and practice in field of selling. Regarding the first question about the sales process steps of an international product, the theory didn't help me to find out what company should use to change or not change the sales process steps of selling the product. According to Rudelius, one important factor on selling is the way of selling, what kind of ways you use to sell the product, also the important role is marketing, like advertising, sales promotion, direct marketing, etc.

Regarding second questions about the role of the customers in the company, theory does not provide the information about this sentence. All my answers about this question I realize from interviews with customers.

#### 7.2 Implications for company

This research leads to many implications for the company, because selling the product is main goal for the company, also the length of the lifetime of the product. Based on theoretical and practical issues, company should give the presentation very high important role, dealer with experience etc. other recommendations for the company are:

1. Company should change its strategies of selling, because based on previous years, the sale of the product every year decreased..
2. Company should decrease in one way or another price of the product, because the standard of living is very low, and not all the people can purchase the product.
3. The company should give a high importance to marketing channels, because the company's marketing is just face to face, and is insufficient.
4. Company must find ways in purchasing methods, to be easier for the customers to purchase and pay the product.

#### 7.3 Recommendations for future researchers

During this research I gained an understanding about the sales in general, also about the purpose of my research. But I consider that this research has some limitations that other future researchers can analyze in the future. The future researchers can improve following aspects:

1. Regarding customers questionnaire, researcher can do a questionnaire also with potential customers that do not have the product.

2. A different research in process of selling, researching two or more different companies.

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## 9. APPENDIXES

### 9.1 Customer Questionnaire

#### 1. How long have you used our product/service?

- Less than 6 months
- More than 6 months but less than 1 year
- 1-3 years
- Over 3 years
- Never used

#### 2. How often do you use our product/service?

- Once per week or more
- 2 to 3 times per month
- Once per month
- Less than once per month

#### 3. Overall, how satisfied were you with our product/service?

- 5 - Very satisfied
- 4 - Somewhat satisfied
- 3 - Neither satisfied nor dissatisfied
- 2 - Somewhat dissatisfied
- 1 - Very dissatisfied



**5. How satisfied are you with the following characteristics of our product/service?**

	5 - Very satisfied	4 - Somewhat satisfied	3 - Neither satisfied nor dissatisfied	2 - Somewhat dissatisfied	1 - Very dissatisfied
Quality	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Price	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Purchase experience	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Installation or first use experience	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Usage experience	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
After purchase service (customer service, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Repeat purchase experience	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**6. How important are the following characteristics when purchasing this type of product/service?**

	5 - Extremely important	4 - Very important	3 - Somewhat important	2 - Not very important	1 - Not at all important
Quality	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Price	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Purchase experience	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Installation or first use experience	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Usage experience	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
After purchase service (customer service, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Repeat purchase experience	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
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**7. Thinking of your most recent experience with our product/service, how much do you agree with the following statements?**

	5 - Strongly agree	4 - Somewhat agree	3 - Neither agree nor disagree	2 - Somewhat disagree	1 - Strongly disagree
Product/service was worth the purchase price	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Product/service does what it claims	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Product/service does what I need	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Product/service is easy to use	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Product/service is competitively priced	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**8. What do you like about our product/service?**

**9. What did you dislike about our product/service?**

**10. Thinking of similar products/services offered by other companies, how would you compare our product/service offered to them?**

- Much better
- Somewhat better
- About the same

- Somewhat worse
- Much worse

15. What suggestions do you have to improve our product/service?

16. What is your gender?

17. Which category describes your age?

18. What is your employment status?

19. W

20. What is the highest level of education you received?

- Probably
- Not sure
- Probably not
- Definitely not

14. Why do you feel that way about recommending our product/service?

**Thank you for your time and valuable input.**