

The Communication Style Of Sales Person

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ABSTRACT

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Every human being has a different style of communication. This difference allows a person to communicate related to conveying his feelings, experiences, and needs to others in different ways. In the world of sales, the ability to communicate is very necessary and useful for a salesperson. Due to work activities, sales will deal directly with consumers. This study aims to determine the communication style used by sales of PT. Deka Arfindo Pratama Surabaya (DAP). The research method used is a qualitative method. Data collection techniques through interviews, direct observation in the field and documentation. The research informants were five people who were the company's sales force. The research topic is related to six communication styles, namely controlling, equalitarian, structuring, dynamic, relinquishing & withdrawal. The results of the study show that the communication style applied by DAP sales varies. The dominant communication styles used by sales are equalitarian and structuring styles.

Keywords

Communication Style, Organizational Communication, Sales Person

INTRODUCTION

Communication is a daily activity that is closely attached and an important human life part. By establishing a communication will realize human relations with each other both at home, work, community, market, or other places. Normally, communication is an activity carried out by someone to understand the person's personality or understand the message delivery of by someone (the communicator) to the communicant or could be interpreted as a process in conveying individual messages in a small or large group (Oktarina & Abdullah, 2017).

In carrying out the daily life activities, communication is important, so it needs to be a concern and priority if communication within a company or organization is also important. Good or bad communication that exists in the company could be used as a benchmark to determine whether the company is progressing or not. Organizational communication is a process that occurs within an organization related to structuring and exchanging messages in response to a changing environment (Silviani, 2020). Organizational communication is the structure and function of the organization, the interaction between people, the process of organizing, communication and organizational culture (Firmansyah et al, 2016). Organizational communication is the process

of forming & exchanging messages in a single interaction which interdependent included internal and external communication (Arni, 2015). Organizational communication is a pointing out process and interpreting a message among the people involved in a particular organization (Pace, 2002). Organizational communication is a process of sending and receiving information contained within a linked organization, including internal communication, human relations, management union relations, downward communication/vertical communication (Masmuh, 2013).

Based on the views related to several meanings of organizational communication above, it could be condensed that internal communication something important organization needed for build a good organization. Therefore, one needs to understand how to communicate or do tasks which are given.

The communication style and communication itself has different variations from one another. This difference allows a person to convey his feelings, experiences and needs to others in a unique way. Behavior or communication style is a psychological pattern that encourages individuals to express their feelings, needs, and experiences compared to direct and open communication. Communication style is a set of interpersonal behavior used in conveying something. Each communication style consists of communication behavior that is used based on the intentions of the message sender and the expectations of the message recipient (Suranto, 2011). Communication style is a way how a person could communicate; verbal behavior model also nonverbal includes ways of presenting and obtaining coverage under certain conditions. Everyone's communication style could not be treated same, however highlight a character direct and customs/culture (Mikk et al., 2005). Communication style is a communicating way with a good language style. The style in question could be in the verbal form and nonverbal like voice, body language, use of time and use of space and distance (Leon-Garcia & Widjaja, 2004).

Everyone has their own communication style, which could be called the distinctive each person style in communicating. The style is a personality that is inherent in humans therefore it could not be changed. Forcing someone to change their communication style is not easy due to that communication style is already attached to a person's personality (Liliweri, 2011).

There are six communication styles according to Tubbs & Moss in Ruliana (2014), namely *controlling style, equalitarian style, structuring style, dynamic style, relinquishing style & withdrawal style*. Discussion of concepts related to communication style, namely: 1) *Controlling Style*. The directive communication

style is used to guide and gain the others obedience. This communication style is characterized by a willingness or intention to limit, implement, or regulate the actions, thoughts, or answers of others. Individuals who use this communication style usually become one-way communicators (one-way communication). Those who use controlling style usually did not want feedback due to from the start it was only used to manage someone. This communicator will only consider feedback if it is useful to him/her. Communicators with this style did not care if they are viewed negatively by others, due to they seek to use their authority and power to compel others to obey their orders; 2) *Equalitarian Style*. Communication style uses crucial aspects as common ground. Equal communication styles are marked with the verbal flow and non-verbal messages spread expression which has a two-way nature (two-way communication). Thus, in this communication style there will be a two-way relationship between people who are communicating. Someone with a communication style that means togetherness is the person type who cares highly and is able to build good relationships with other parties both in direct contexts and in other spheres. In equalitarian style communication, communication is not done openly. Every member participates on this communication is able to convey his opinion when the atmosphere is most likely, therefore mutual understanding could be achieved. This equalitarian style will facilitate the communication act in a team; 3) *Structuring Style*. Utilizing verbal messages in writing to establish orders that should be carried out, scheduling tasks and work in a structured manner is this communication style. The message sender pays more attention to an intention therefore others could be influenced. People with this communication style could plan verbal messages to better set their goals, make affirmations, or answer any question. More communication is done to be able to influence the communicant by providing information for company or organizational purposes such as division of labor, schedules, procedures and others; 4) *Dynamic Style*. This dynamic communication style has a tendency to be aggressive, due to the messenger understands a work-focused environment. Activists or company supervisors often use this style communication. The main purpose of this communication style is to energize or motivate workers/employees to work faster or better. This communication style is relatively effective when used to solve problems. But generally, the message recipient does not understand the sender meaning; 5) *Relinquishing Style*. Reflects an openness to accept other people's suggestions, opinions or ideas rather than a desire to dictate, even though the communicator has the power to command and control others. This communication style

purpose is for the communicator or the sender to cooperate with other people. This communication style is best suited for people who are part of a large group or organization. Due to what is communicated by the message sender could be taken into account; 6) *Withdrawal Style*. The consequences that arise if this style is used will damage communication behavior, meaning that people who use this style did not want to communicate with other people; due to that person has some interpersonal difficulties. It could be said that this communication style has shifted the problem. For example, "I don't want to get involved in this", this statement means that he is trying to avoid his responsibilities, but also indicates a desire to avoid communicating with other people.

PT. Dexa Arfindo Pratama (DAP) is a company engaged in medical devices based in Surabaya. For companies, employees are most valuable assets that have an important role in the company progress. Sales personnel is a company profession whose job is to sell the goods. DAP employs five company sales personnel.

Communication is an important part for a sales person. This is due to in selling a product or service either directly or indirectly to consumers on the company behalf where they work. Along with product quality, brand, needs and prices, service is one most important factor increase satisfaction customer. In addition to appearance, sales people need give communication service which is interesting.

To strengthen the understanding related to sales communication, the authors get some research that has been done. This previous research is also a reference for researchers related to research topics. The following are previous studies, namely: 1) Research by Thursina and Candasari (2021) with the title of "Sales Promotion Girl Mall Communication Style Suzuya Bireuen". The results of this study shows that the communication style used by the SPG (*Sales Promotion Girl*) more dominated by nonverbal communication, such as making friendly facial expressions, making eye contact with consumers, ideal body posture, appropriate clothing and makeup, managing physical closeness with consumers and making the best use of time; 2) Research by Sarah (2019) entitled "Communication Style Leader in Sales PT. Home Credit Indonesia TB. Simatupang". The results showed that the communication style adopted by management to achieve the goals and objectives to be achieved by the company is the equalitarian style, dynamic style and structuring communication style. These communication styles combination is an ideal communication style used to communicate with employees; 3) Other research conducted by Melinda (2017) with the topic of "Communication Style of Asri Motor Group Surabaya Sales-II Team

Leader in achieving team targets". The study result show there is a communication styles combination characterized by special on team leader (superior) in context various situations against him, such as *controlling, equalitarian, structuring, dynamic, relinquishing & withdrawal*; 4) Previous studies by Christi (2015) with the topic of "*Sales Manager Communication Style of PT. Rema Tip Top*". The study result concluded that the company's sales managers used an informal, understanding and sociable communication style which was also supported by verbal and nonverbal communication; 5) Research conducted by Williams & Spiro (1985) explained that the sales communication style was categorized as *task-oriented, interaction-oriented, or self-oriented*. And according to researchers, sales communication style affects sales.

Based on the background and previous similar research references, the researcher is interested in conducting research related to DAP's sales communication style in the work environment, both communication with consumers and colleagues. Due to the sales person communication style is very important to establish relationships with consumers and the work environment therefore company goals could be achieved.

RESEARCH METHODE

The research method used is a qualitative method with the aim of obtaining clear information about DAP's sales communication style. Qualitative research methods often use a naturalist approach to understand certain phenomena. Qualitative research seeks to gain insight, understand phenomena, and extrapolate to similar situations Anggito & Setiawan (2018).

Research subject is informant which worn researcher for got description about condition and research-related situations (Moleong, 2007). Due to the DAP sales number is only five people, the researchers made all of them as research informants. The following table below is the informant's characteristics.

Table 1.
Informant Data

No.	Name	Gender	Age (Year)	Profession
1.	Indra	Man	40	Sales
2.	Aiman Sharif	Man	36	Sales
3.	Bakhu Munir	Man	40	Sales
4.	Rully A.	Man	45	East Java Sales
5.	Qomaruddin	Man	35	Sales

Source: Data processed by researchers, 2022

The research object is the DAP company which is located on Jl. Raya Jemursari No. 329-331B, Surabaya.

The data collection method is divided into three steps, namely: 1) Asking questions; 2) Collecting data either by interview or otherwise; 3) Presenting the answers obtained after the data and information are analysed in the right way (Raco, 2010). The data collection technique used by the researcher in this study is observation and interviews as well as documentation to obtain accurate results to reveal the meaning behind the phenomenon (Suwendra, 2018). Of all these results are processed by the author to get answers to the research problems studied.

The following interview topics were submitted to research informants, which could be seen in the table below:

Table 2.
Interview Topics

Indicator	Interview Questions
<i>Controlling</i>	1. How do you control consumers who are difficult to communicate with? 2. Is it necessary to control orders from consumers therefore they are fulfilled properly and on time? If YES, how to control it?
<i>Equalitarian</i>	1. Is togetherness in building relationships with consumers and colleagues important? If YES, how to build this togetherness?
<i>Structuring</i>	1. In your opinion, is the SOP in the company important? If YES, why? 2. Have you applied the SOP to your customers?
<i>dynamic</i>	1. What do you do if the work you do is less or not to your liking? 2. What situations make you more aggressive towards work?
<i>Relinquishing</i>	1. Do your customers often make complaints? 2. What did you do about the complaint?
<i>Withdrawal</i>	1. Have you ever been in the wanting situation to withdraw from a customer for some reason? If YES, why?

Source: Data processed by researchers, 2022

RESULT AND DISCUSSION

Researchers conducted in-depth interviews with five informants who were DAP sales people. The following are the results and discussion obtained from the informants described by the researchers as follows:

Controlling Style

This controlling communication style intends to have more control over the communication process that occurs. Regulating one's behavior and thoughts is a people characteristic that use this communication style. For example in the sales world, this communication style could be used to control orders from consumers therefore orders are fulfilled properly. This one-way communication is usually done with office admin colleagues.

The controlling purpose it could be used in the sales world in fulfilling consumer orders terms. Due to controlling incoming orders is very important therefore sales could arrange the orders to be sent according to the consumers themselves wishes. So it could also be used to minimize complaints or errors on the order. As these actions have been carried out by the informants and according to the informant research statement, namely "*controlling orders from customers is very important, by coordinating with the provider team, controlled from the delivery process, procurement, to the user hands*" (Qomaruddin).

It could be seen from the interviews results above, it could be concluded that in this communication style the researcher found a controlling communication style in DAP sales when communicating with office admins in controlling orders terms from consumers. Due to controlling orders is needed therefore they could be fulfilled according to orders.

In addition to controlling orders, controlling consumers who are difficult to communicate with are also included in this communication style action. Due to sometimes there are consumers who are difficult to communicate with due to busy schedules, busy work or other matters. This certainly interferes with or hinders sales from doing their jobs. However, this does not make informants arbitrarily to control their consumers. This could be seen in the following informant's statement "*always patient in dealing with consumers who are difficult to contact, as well as being a good listener*" (Aiman). The next informant's statement is "*keep visiting and keep in touch about the product benefits therefore you are interested in buying*" (Rully).

The interviews results above, it could be seen that in controlling consumers who are difficult to communicate with, the informants are not arbitrary with these consumers. Informants also continue to understand consumers and try to obey them, but still insert information related to products

or things they want to talk about. This is done therefore consumers do not feel disturbed when invited to communicate by informants. By continuing to understand well, then the business that will be carried out will be carried out properly. Therefore, this controlling communication style was not found by researchers in informants due to they did not arbitrarily control consumers but still listened and approached in a good and unobtrusive way.

Equalitarian Style

In this communication style is done openly and prioritizes togetherness in the team. That is, people who use the equalitarian style could express opinions and ideas in a relaxed, informal, and relaxed atmosphere.

In a company, building togetherness is very important. Due to as social beings, they cannot do their own work. So togetherness is needed with the aim of establishing good relationships with other people. This could be done by eating together, sharing about work and others. Therefore relationships could be established deeper and will make communication easier.

Sales person should also have this equalitarian communication style due to they establish good relationships with consumers and office team colleagues. Through togetherness it is important and indispensable to create good communication. In one example, such as asking the admin for a file, if the relationship is not good, even asking for the file will be difficult for sales. But it will be different again if the relationship is already good, asking for files will be easy. So this togetherness is very important to facilitate the work of sales people.

This communication style was found by the researcher in the informant. They build good togetherness with co-workers, office admins and consumers, by means that if there is free time, the informants will invite them to eat together or just have coffee together. In addition, the informants also did sharing due to it could make the relationship closer and togetherness more felt. And did not forget the informants also interspersed with light jokes therefore communication feels more relaxed. As the informant said, "*building togetherness in the scope of work is very necessary, such as eating together to glue togetherness*" (Rully). The further informant stated that "*inviting to eat together, sharing about work and others*" (Aiman).

Structuring Style

This structured communication style utilizes written and oral rules to establish orders that should be carried out, such as organizational regulations and task, work scheduling. In companies, this is found in the Standard

Operating Procedure (SOP). SOPs are used to regulate work in a company and are needed to be implemented therefore all work done has a reference basis.

According to the interviews results with informants, all sales consider that it is important to carry out the company's SOPs therefore the work could run well and in an orderly manner. As stated by the informants, "*The SOP in the office is well structured, and it is very important therefore all fields could run well and in line of direction*" (Indra).

The researcher found that this communication style was used by informants related to company regulations/SOPs. This structuring style also appears in informants when dealing with consumers, due to the consumers' treatment also requires SOPs. In attracting the potential consumers' interest, the informant explained the product details according to the SOP application by the informant. After consumers feel interested in buying, it is the sales responsibility to convey to the internal company therefore the product could be sent according to structured regulations until the order reaches the consumer. However, the informants also said that the SOP was not fully implemented due to if there were important and urgent orders; they had to be handled directly by the sales without going through the sales admin. This happens due to the informants usually if there is an urgent order should be sent and continue to provide information to the warehouse directly without going through the sales admin. In fact, if there is an order, it should go through the sales admin if you follow the company's SOP.

Dynamic Style

This dynamic style has an aggressive tendency in carrying out activities. This dynamic style is often used by superiors to subordinates to motivate them to be more enthusiastic in carrying out their work. In addition, this communication style could also be used to motivate people it self to be more aggressive at work. The main goal in this aggressive communication style is to stimulate someone to work more effectively which could be used in overcoming critical problems or problems. But on condition that the person has sufficient ability to overcome the problem.

In every job, not everything goes as desired, there are times when the work does not go as desired. In the sales world, this often happens at work. Such as potential customers who did not want to buy goods that have been offered even though the sales have explained in detail about the benefits and the goods information or have offered the best prices.

This was also experienced by the informants where the products offered were rejected by potential consumers. But it actually triggers the spirit to work

better and more aggressively. As stated by the following informant, *"if I could issue orders from consumers, I could be more enthusiastic about the next offer"* (Indra). Furthermore, the opinion of another informant *"I will be more aggressive when there are big prospects to be obtained"* (Qomaruddin).

So it could be concluded that this dynamic style is found in DAP sales in providing encouragement to themselves regarding work. This is evidenced by the continuous increase in the targets that have been achieved. When the informants have succeeded in getting orders from consumers, they will continue to communicate well therefore the next job or offer could be done easily.

Relinquishing Style

When communicating with anyone, an openness attitude to receive suggestions and opinions is very necessary. This is an act of relinquishing communication style.

After the interview, all informants have a relinquishing communication style. Due to according to all informants, consumers often complain, but all sales teams are fully active to receive opinions and listen to consumer complaints. As stated by one of the informants *"when consumers complain, I have to listen and respond in action regarding the complaint"* (Aiman).

Although it was found that there were frequent consumer complaints, the informants maintained good communication with their respective consumers. Relinquishing communication style is found in DAP sales. After receiving the complaint, the informants will listen first and will follow up on the complaint. In following up, the informant will notify the complaint internal office he has received. Explain in more detail about the complaint and help to resolve it. For example, if a customer complains about the expedition late arrival, even though the goods sent are urgently needed, but the customer orders an impromptu order. Informants will usually explain in detail and carefully if it is not the company's fault. As well as providing a solution if the order is advised long before the items needed are sold out to avoid something similar happening. Thus, this communication style is very necessary therefore consumers feel heard and cared for.

Withdrawal Style

This communication style means trying to get away from responsibility, but it also indicates a desire to avoid communicating with other people. Sometimes this communication style is done for a specific reason.

All informants interviewed, there were four who answered that they had withdrawn from consumers, which on average were due to unfulfilled orders.

As one of informant said, "I once withdrew to communicate with consumers due to I could not fulfill their requests" (Aiman).

In the sales world, if the order is not fulfilled properly due to external or internal problems, not a few will withdraw to communicate if it is not due to of the sales person's fault. For example, if there is an order that comes in but there are obstacles from internal company, the informant will withdraw from communicating for reasons that could not be explained.

Apart from the four informants who answered that they had withdrawn from communicating with consumers, there was one informant who replied that they had never withdrawn from consumers due to responsibilities that had to be carried out. In the following interview, the informant stated that "never withdraw from the consumer due to it is part of my responsibility" (Rully). So it could be concluded, not all informants have this withdrawal communication style.

From the six communication styles above controlling style, equalitarian style, structuring style, dynamic style, relinquishing style, withdrawal style; the researcher found that the most dominant communication styles were equalitarian style and structuring style used by DAP sales in communicating with consumers and co-workers. Due to according to all informants, togetherness both with consumers and colleagues is very important in carrying out work relationships. And a well-structured job could also help them in their work. While other communication styles are only seen in certain situations.

CONCLUSION

Based on the results and discussions that have been carried out by the researchers above, it could be concluded that the communication style of DAP sales varies. And the dominant communication styles used by sales are equalitarian and structuring styles. Due to sales prioritize togetherness and neatly structured work. Meanwhile, other communication styles are only used in certain situations.

For a communication style that is very rarely used, namely the withdrawal style, withdrawing from consumers is rarely done due to the informant also thinks about the responsibility for the consumer. And at certain times this communication style is used, such as when orders are not fulfilled.

From the research above, the researcher found several implications that could be applied in DAP sales activities, which could be seen in the table below:

Table 3.
Theoretical Implications

Indicator	Implication
<i>Controlling</i>	Strengthening relationships with consumers to make it easier to communicate
<i>Equalitarian</i>	Hold a gathering to strengthen togetherness
<i>Structuring</i>	SOP by sales that don't work as a whole
<i>Dynamic</i>	Paying attention from the beginning of the ordering goods process to consumers therefore the work goes as desired based on the SOP
<i>Relinquishing</i>	Ensure to consumers before the goods are sent to minimize complaints
<i>Withdrawal</i>	Minimizing complaints therefore withdrawing from customers is not sustainable

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