

The Relationship between Business Executives and Sales Negotiation Skills Ceramic

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Abstract

To avoid wasting time and result of negotiations it is good for our managers to negotiate benefit from the knowledge and skills to achieve consistent results. The aim of this study is to improve the skills of negotiation is to negotiate the director of applied research. Negotiation Manager is considered one of the chores. This study is a correlation because it aims to develop and apply the results to improve the relevant field. This correlation was bivariate correlation because the coordination and changes in the relationship between two variables (in negotiation skills as the independent variable) and (sales as the dependent variable) measures. To define the population used in this study should consider the fact that organizations do not provide clients their actual sales figures. Therefore, efforts should be made to select companies that have been accepted in exchange 10 is the number of factories in the industry because it does not require sampling and census methods were used to collect data... The results show that no matter how the negotiation skills of business managers to increase sales increases.

Keywords: communication, negotiation, sale, commercial

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Introduction

In this, study is to demonstrate the basic assumption that included:

- 1.The negotiation skills of business managers with sales there
- 2.Negotiating skills business leaders to increase sales ceramic tile Pars positive impact

To adapt to today's changing world that new problems have emerged in human life, and human social nature requires the development of excellence and success. In the meantime, all managers need to have skills in addition to technical abilities to communicate effectively with others to be necessary for their work as director and achieve the goals of the organization However, to achieve the organizational goals of communication skills that it could not find a way to overcome its intended use. Every day that passes we are all either as an indivisible or an organization or within the broader and more complex, we are in relation to others. The success of a director before his technical skills relevant to his ability to communicate effectively with others researchers at the first International Conference on Management of technology and Allen Pease communication and negotiation, and sell more than 90% of the reasons for non-commercial contracts due to lack of familiarity with the company representatives negotiation skills. The main objective of this study was to evaluate the impact of trade negotiations with the sales managers, and the need of this research is a ceramic tile hat due to competitive aspects of the appointment of managers today, companies can increase sales of high importance.

Questions and research hypotheses

Research questions

- 1.Does the negotiating skills of business managers at companies with sales of ceramic tile there?

Research hypotheses

- 1.The negotiation skills of business managers at companies with sales of ceramic tile have a positive relationship.

Theory and literature

Literature

Planning and conducting and analyzing the results of trade negotiation sand key elements of successful trading. Improvement of trade negotiations is a difficult task and rewarding and often challenging one. The extraordinary thing is that the negotiations may include the range of the latest contract, commercial, financial, and in many cases are much more complex negotiations. Trade increased speed and extreme pressure on those who are seeking to negotiate better rates that would put the negotiations to acquire the application of negotiation skills when done correctly, is a professional activity. (Ashcroft 2004, 229)

More commercial sales negotiation skills with business needs. (Katler, 2000, 638)

There are many definitions of negotiation:

Waters Farrington recommended and negotiates and solves the differences of opinion that arise between buyer and seller in a transaction contract defines the precise definition of dialogue. That emphasizes the need for the process. (Ashcroft, 2004, 230)Fisher and others say that the key negotiating tool to get you what you want from others. (Pullins &Et. Al, 2004, 467) One of the roles of the 10 children whom Mintzberg has made for the director's role is negotiable, so negotiate a management plan as required by administrators. (Rezaiyan, 2001, 19)

Compromise negotiated process in which groups with different goals and values are based on personal interests. (Maning & Robertson, 2003, 61) Negotiation process consists of five steps:

- 1.**Preparation and planning:** before the start of the negotiations should be clear: What is the nature of conflict and difference? What is causing this difference? Who is involved and what they thought or understanding of the

issues in dispute? What is the purpose of your talk? What goals do you have? Strategy for the use of data collected. Like chess master must move against any opponent what move to do.

2.Set negotiation tactic: after the presentation of the strategy (preparation and planning) prepared to set standards for herself and the other party. Its provisions are as follows: Who will carry out those negotiations? Where these negotiations should be conducted? What is the time limit? Which issue (or issues) to restrict the scope of negotiation? If you reach a dead end what to do? At this stage, the parties will provide the first proposals.

3.Explanation: After your initial position and negotiation should be the main demand to explain, justify it. At this stage, the collision and confrontation are not required, because at this stage the parties to find an opportunity to become familiar with the demands of the other side and realize how important it is that they demand. At this stage should provide evidence of the legitimacy of the request and demand.

4.Bargaining and problem-solving: nature of the negotiations on trade. No doubt the parties should come to a consensus to be short.

5.Set and enforce the agreement setting agreements: the last step in the process of negotiation carried out. This Agreement shall method of execution and the details have been agreed, to be determined. Robbins (2002: 811-813)

How to negotiate

As long as the procedure and how to manage different people, manager's negotiations are also distinct ways of experience, knowledge and personal characteristics are formed and with regard to time, place and situation and goals, it is possible to negotiate a set of methods used. The negotiation procedures are divided into three categories, which are:

Gentle negotiation method: flexibility, for "Conclusion" permanent slogan managers which follow this way. To avoid conflicts, concessions, concessions and friendly attitude is characteristic of this method. Even so, it should be noted that excessive leniency may be a nuisance to negotiate and exploit it. Leniency as a weakness that should be considered as a way to calm the emotions and reduce expectations and concessions to be quiet and intimate and satisfying the other hand, the result achieved. At some point in the future or the strategy to get more points and to show a spirit of peace and cooperation to others, use this approach is too lenient, on the other hand, talks as a sign and a warning should be of interest be. Because behind this amenity, the danger lies.

Rational negotiation method: "instead of their things is a good" slogan interlocutor who benefited from this method. Fundamentalism, each of logic, justice, gentleness and toughness appropriate to the time, trade points, and systematic approach is characterized by negotiators seeking to conclude assuming principles. This type of negotiation on the basis of criteria, merit and respect for human and values may negotiate hard, and soft features correctly use the appropriate basis for negotiations managers who are accustomed to this method, and the extremes prevents.

Results of the negotiations

Conclusion of negotiations may occur in three modes that include:

- Win-win: this mode is achieved when both sides and all negotiators (in the multilateral negotiations) were satisfied with the result and win and win them. This debate takes place when the exchange rates are appropriate and that the flexibility of individuals and groups achieved relatively to their demands and expectations.

- Win-lose: when one side is satisfied with the outcome of negotiations, but the other frustration and failure are considered a win-lose. There is a danger that the loser to counter the negative results of actions to take. In a commercial transaction that the contract has ended it may be due to the insistence and pressure the buyer when the seller has accepted that he is not satisfied and knows that your transaction. He can do different responses are late, incomplete and even refused the deal is done. Usually, these are the negotiations with the hard way that creates long-term impact of the various forms of resistance, opposition and is a nuisance.

- Loser-loser: sometimes the result of negotiations in such a way that no one is happy with it, but it accepts this type of talks on political and economic, is and more a result of neglect or lack of timely use of ratings in the past is. If negotiations out of the consideration of special materials and purposeful future, resulting in a cause that both sides have the feeling of being a loser it considered a real failure and its effects will be positive in the long term. Peterson (2008, 102- 103)

Basic pillars of the negotiations:

Negotiations of four basic elements that form the pillars are:

1.The purpose of negotiation: The purpose of negotiation, each party's interest income is the result of negotiation. Goals have been studied, there is clear and accessible.

2.Negotiation strategies: negotiation with a number of different ways and the way negotiations should be carried out in accordance with the terms of its methodology chosen to be the desired outcome of negotiations.

3.Individuals and negotiation skills: the role during the negotiations is very important. People with knowledge, insight and methods in dealing with various emotions companies that purpose and expectations are different.

4.Information necessary for successful negotiations: metrics and information needed for prosperous negotiations must be specified in advance in the negotiation process in a timely manner to correct the orientation. The most important criteria can discuss business performance; the benefit and reasonable agreement are negotiated. (Hossaini, 2004, 2000)

Lee and Dobler have to list negotiate the terms of the negotiated procedure for the sale is concluded:

1.When a lot not only on price but on quality of product or service provided

2.The business risks are properly when not predetermined.

3.When a long period of time is required for the production of purchased items.

4. When the consistently high production interruptions due to change orders are to be created. (Katler, 2000, 638)

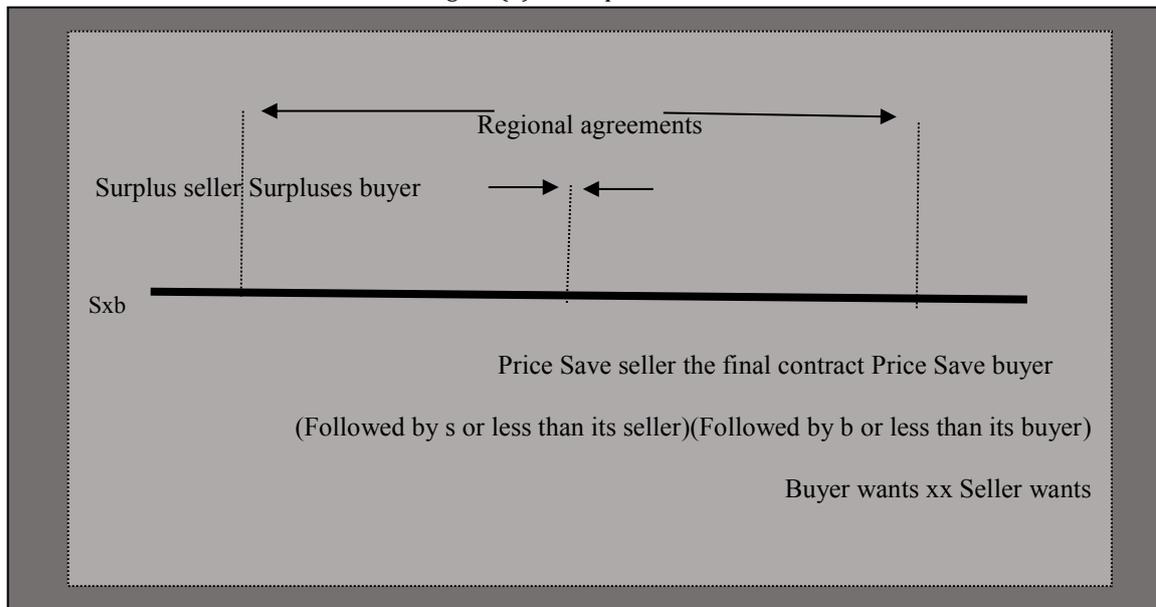
Background Research

The investigation was carried out into the country through a thesis on the study and documentation centers and libraries and review the external supervision through a site VMI, DART, there was a history of related research. Only research at the international level during 2005 by Ron Andra 's negotiation skills in sales discussed the purpose of this research is to identify solutions to the implementation of the sales negotiations in this study, 2000 vendors alike than 500 companies from all industries examined wealthy. And other researchers such as Tony Manning and Bob Robertson on negotiation and influence skills in Section 2 during 2003 and Poulins and others about individual differences and motivation in using negotiating skills were examined in 2000. Despite the magnitude of the negotiations, including negotiations Doctor Masoud Heydari's father, radio talk, a conference that began in Iran in 2010 reflects the increased attention and deficiencies in our community.

Development of hypotheses and model

Whenever there is a regional agreement is negotiated. There is a common area at the same time the agreement also requires the parties to negotiate an acceptable outcome. This conceptual model is shown below. Suppose that the two sides together to negotiate over the price paid. Seller a reserve price (reserve) in the thought and the minimum price acceptable to him. If the final contract is closed, the lower the value the better, the deal did not. And in any case where there is surplus goes to the seller. Clearly the seller wants to maximize your income while wanting to maintain a relationship with the buyer. Similarly, the buyer has a reserve price and a maximum price that he will pay and if no deal is better than not. For every case where there is a surplus portion buyer. If the price of proprietary vendor is lower than the price, the buyer is dedicated in this area, there is an agreement and the final sales price will be determined through negotiations.

Figure (1): Conceptual Model



Save the other hand, a clear advantage is aware of the price, and it is possible to save a higher price (the seller) or lower (for buyers) than it is. Nevertheless, only buyer and seller to express their reserve prices on the other, in terms of negotiation, the parties and the expectation of future relations depend on the character.

Methodology

Methods the present study is correlation. Its main purpose is to investigate the correlation between two or more variables that determine whether a relationship exists. Because one of the variable 's sales and actual sales figure are because organization are not at the disposal of clients therefore, the industry should try to gather information on selected factories that have been accepted in exchange Because sales in the documents submitted to the stock exchange and more usable than any other source. Because the ceramic tile industry, the number of listed companies is 10 because it did not need to sampling and census methods used to collect the data. In this study, ford scribing and understanding the data and observations, collected, reviewed and coded, there specie data entry was performed with SPSS software. In the second part of the questionnaire, 29 questions rose using these questions, the negotiating skills of business managers will determine which of these variables will be used to evaluate the hypothesis. Each question can be scored from 1 to 4 to accept. Therefore, taking into account the opinion Likert scale minimum 29 and maximum of 116 possible points are that everyone gains. Technical specification for reliability test is a measurement tool (questionnaire).It deals with the mentioned concept that the instrument under similar conditions to what extent the result is the same. In this study, Cronbach's alpha reliability of the measurement tool is the questionnaire used. This means that after the initial questionnaire and forces a guidance reform advisor, as well as specialists and experts, to prepare the final questionnaire and

collected the sample, 81/0 Cronbach's alpha obtained to indicate the reliability of the questionnaire. And to analyze the data (regression and Spearman correlation coefficient test) Shapiro-Wilk test was used to normalize the data. Where in:

1.X: The negotiating skills (independent variable)

2.Y: sales (the dependent variable)

Are.

To evaluate the significance of the estimated regression, consider whether or not significantly different from zero.

$$Y = \beta_0 + \beta_1 X + \epsilon$$

The results in the report are:

Table (1): ANOVA, regression variables negotiation and sales skills

p-value	F test	The average sum of squares	Degrees of freedom	Variable source
0/002	23/47	4761693E16	1	Negotiation skills
		2028854E15	7	Error

Spots can be seen in the table above and the average sum of reported information such as degrees of freedom in which to calculate the value of f and eventually test p-value is used. As we observed p-value of the test in this study is intended 0/05 smaller, so it can be said that the regression is significant.

Data analysis

The study tried negotiation skills with sales executives in companies of ceramic tiles in 2012 was studied and according to the activity during this period of time is obtained. To evaluate the advantages of distributed questionnaires among those presents in the sample and the company's annual sales have been used. To measure the negotiating skills of individuals, a total score of responses to 29 questions questionnaire, and we will calculate the full score as the independent variable in the regression analysis we consider, as in this study, it is assumed that changes cause changes in the level of negotiating skills. The variable annual sales of the company's sales and is also considered as the dependent variable. This indicates that the skill of negotiation between business managers to increase sales and, in fact, business leaders who have high negotiation skills are more successful in their work, and the opposite is true for those who are at a low level of negotiation skills in their work to increase sales of the company are unsuccessful. The above statistical hypothesis can be written:

The hypothesis is rejected $H_0 : \beta_1 = 0$

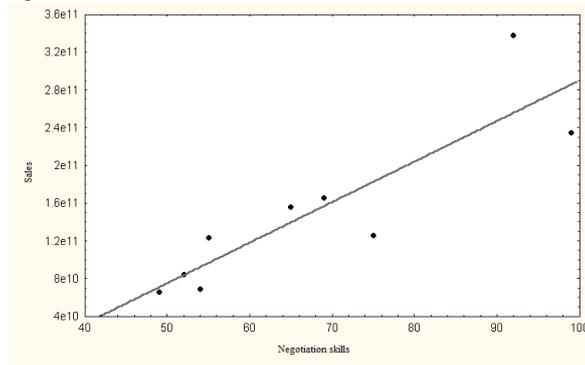
The research hypothesis is accepted $H_1 : \beta_1 \neq 0$

On the other hand, for:

H_0 : There is a relationship between sales managers negotiating skills.

H_1 : There is no relationship between sales managers negotiating skills.

To become familiar with the changes in variables, the two variables, we draw to each other. The resulting plot is presented in the following graph.



Figure(1): Distribution of negotiation and sales skills

As can be seen in the chart above, there is positive relationship between the two variables means can be said to increase negotiating skills (independent variable) increased sales (the dependent variable) and vice versa, by reducing the amount of sales decreased negotiating skills. Even so, regression is used for scientific scrutiny following reports that it has been paid. According to estimates for the regression model was introduced for model parameters were as follows: Regression Model

$$Y = -1400887671.8 + 4298101478.4 X$$

Goodness of fit of the regression model was introduced, the most important steps that a normal error of the estimate by the regression model the remainder of this section discusses how to calculate and model errors are normal, and then we will examine other characteristics of the model.

We know that for each the amount of points negotiating skills, a sales record with respect to the regression model can be used to score everyone negotiating skills (X) sales person (Y) is measured. The difference between the actual or estimated amount of sales recorded by the error is considered. Chart normalization values of the model errors (normal probability plots) are shown in the following diagram.

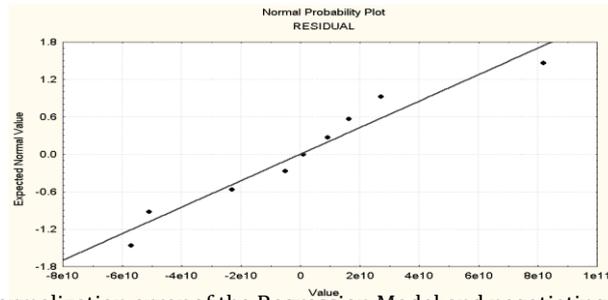


Chart (2): Normalization error of the Regression Model and negotiating skills sale

The normal probability plots, no matter how the points are plotted; straight line fitted to be closer to them and, in fact, they form a straight line; they are more likely to normality of errors. Nevertheless, observed that the points plotted on the chart above have almost from a heterosexual line and with little debate, scattered around a straight line which intuitively reflects the ordinary errors, and cannot the decision-making assuming one enough to be trusted; therefore, for scrutiny and the normal scientific errors, Shapiro-Wilk test, we use the results of which are reported in the table below.

Table-2: regression

P-value	The test statistic	
0/709	0,952	The error of the regression model

Test normal model errors

The results showed that the distribution of the errors of the regression model is the normal distribution, since the P-value calculated for the test statistic is greater than the 0/05 test shows that the null hypothesis or the hypothesis that the data follow a normal distribution is accepted. In the third section to evaluate the goodness of fit of the regression model, the constant error variance is considered. In order to estimate the amount of sales distributions in the amount of error in the charts had been reported. If the plot of the estimated values against errors in any form or process is not observed, and the rests are scattered randomly around a straight line, we can say that the error variance is constant and accordingly by considering the steps that were discussed in the previous study, the model is reliable and can be used. However, in the following graph, it is understandable that the ideal situation outlined above, the errors of the regression model, the present study is not true; The left side of the graph had been centralized and much closer to the right Points are more than the lack of stability in line is the error variances of the regression model shows.

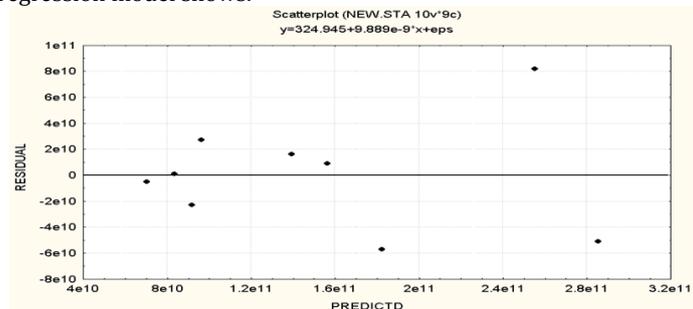


Figure (3): Distribution Estimated sales volumes against error

These studies showed that despite the errors follow a normal distribution, but the stability of the variance not have the necessary confidence in such a situation does not make use of the regression model. In this model, the coefficient of determination is calculated 77/0 that the amount reflects the fact that 77% of changes in sales can be explained based on the negotiating skills of business managers and despite these characteristics. According to the goodness of fit models, introduced by the trust and is not credible. According to the above reasons and in order to examine the hypothesis, Spearman nonparametric methods using the results can be used to make a final decision on acceptance or rejection of the hypothesis of our action. This coefficient is calculated, and test results are reported in the table below.

Table (3): Spearman correlation coefficients

P-value	T test	Spearman correlation coefficients	
0/001	6/07	0/92	Sale rate and negotiating skills

According to the above table, the Spearman correlation coefficient was calculated between negotiation and Sale rate skills to 0/92 which are a good value, indicating a strong positive relationship between these two variables, which is proof of the value of T-test and P-value for its report. The P-value calculated from the test that the situation was significantly smaller 0/05 approved the Spearman correlation coefficients.

Conclusion

In summary, the result of the hypothesis is as follows:

"Negotiations between the skills of business managers at companies with sales of ceramic tile has a positive relationship."

In fact, when the claim for the statistical hypothesis would be expressed as follows:

Negotiation skills with sales between business managers and ceramic tile companies there is a positive relationship: H0

Negotiation skills of business managers in companies with sales between the ceramic tiles, there is a positive relationship: H1

As in (Chart 1 shows the distribution and sales negotiation skills) can be seen, there is a positive relationship between the two variables means can be said to increase negotiating skills (independent variable) increased sales (the dependent variable) and vice versa, by reducing the negotiating skills. The sale also decreased. As shown in (Table 1 ANOVA, regression variables negotiation and sales skills) observed P-value of the test in this study is intended 0/05 are smaller, it can be said that significant regression. The results (Table 3 Spearman correlation coefficient) valued calculated Spearman's correlation coefficient between negotiation and sales skills to 92/0 which is good value, indicating a strong positive relationship between these two variables that reason. The claim of the t-statistic and P-value for its report. The P-value calculated from the test that the situation was significantly smaller 05/0 approved the Spearman correlation coefficient. Given these results, we can conclude that "the negotiation skills of business managers at companies with sales of ceramic tiles and there is a significant positive relationship." According to the subjects mentioned in the previous section is observed negotiation skills with sales between business leaders and there is a significant correlation. Due to this increase in sales is a result of increased business executives negotiating skills. These are much taller skills and higher sales. By increasing the skills among business managers can see that these managers were more successful in their work and sales of commercial managers has increased. Using the system of planning, negotiating the best condition possible is achieved. However, note that the program is not an inscription that is not changed; rather it is a flexible and useful tip. One of the secrets is to have a purpose firm and utility. It must be prepared to negotiate a new and unexpected way to achieve the goals should also be prepared to try and ineffective methods and failed to recognize and to cast away to get a tough, but flexible program allows negotiator opportunities that usually lost, find out. With this approach, the likelihoods of achieving successful results are added. Just give the final warning: never underestimate your opponent.

Offers

1. Companies for recruitment and selection business managers can use a test and complete a questionnaire to identify the negotiating skills of the managers realized and those who have high skills in negotiation of employment and absorb the skills to negotiate this as business leaders to sell their company to be elevated.

2. Negotiator should be the proper use of tactics and techniques and their application in times and situations that fit the best possible way to end the negotiations and its expected goals.

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