



## UNDERSTANDING THE NEURO LINGUISTIC PROGRAMMING AND ITS USAGE IN AUTO DEALERSHIPS OF PUNE REGION

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### **Abstract**

*This paper is trying to explore how Neuro-Linguistic Programming (NLP) can improve the sales effectiveness such as customer satisfaction and increased sales. The research has been administered for the sales executive from auto dealership in pune to understand up to what extent they know NLP and if they do whether they use it consciously or either unconsciously. NLP improves the relationship building skills using various nlp techniques such as kinesthetic technique, lead and pace etc. This leads the authors to explore and analyze the data and suggest the conclusion about the usage of NLP and whether auto dealers should invest in training their sales executives on NLP skills.*

### **Introduction**

#### **Background of Neuro-linguistic Programming (NLP)**

The concept origination of Neuro linguistic programming was long back during 1970's as Terrance McLendon has mentioned it in his book *The wild days: NLP (1972-1981)*. In the early 1970's the work on Neuro linguistic programming has begun at the University of California at Santa Cruz, the founder of NLP were John Grinder (an assistant professor of linguistics) and Richard Bandler (a student initially of mathematics and computer science than shifted to behavior science) they discovered the structure of a specific subset of human behavior. Specifically, they were interested in understanding the structure of behaviors exhibited by effective psychotherapists. They described their project in their first book on NLP, *The Structure of Magic: Volume 1 (1975)*.

NLP has since undergone various developments and evolved as one of the most sought after method of communication. It is used by different professionals such as trainers, managers, sales persons, counselors, lawyers, coaches and many more in their day to day life.

These two scientists has conceptualized an approach to modern psychology which is designed to improve communication by using suggestive language and learned behavior to influence human decisions. Over the years, marketing professionals adapted these concepts for business transactions that impact sales organizations.

The techniques they have designed were used to improve strategy and customer service initiatives, which have allowed professionals from various domains to achieve specific goals and thereby improve productivity. The scientific community has always sidelined the usage of NLP due to lack of empirical research in various domains apart from human psychology.

#### **Application of Neuro Linguistic Programming in Sales Demystified**

It has seen from previous researches that within the field of sales it is always recommended to improve interpersonal skills of sales executives. Past literature of sales suggests that sales executives should be adaptive, develop relationship selling, good in perceiving emotions of clients, able to create rapport and customer oriented (Schwepker, 2003).

NLP has various models of communication which affects the central nervous system, ultimately creating an emotional response behavior which leads to sales-related decisions. A user of neuro-linguistic programming, has an ability to develop an effective communication technique which can manipulate a customer's perception of selling, their willingness to buy as a natural progression of a planned process for improved relationships.

Regardless of sales outcome the sales executive were expecting, NLP phenomenon offers various insights about sharpening skill sets that might train salespeople on how to be more aware of conditions and clues that leads to positive results.

Even Stephen Covey has mentioned that effective usage of NLP can improve the success rate of sales executives. Neuro-linguistic principles puts stress on remaining aware, flexible, action oriented, to understand cues from customers to overcome objections and win their hearts, minds, and wallets. To get desired results, sales professionals should have burning desire to succeed which allows them to frequently change their presentation as and when necessary.

Also in practice, businesses have allocated budgets on training the sales executives on NLP skills thereby to develop sales process. Particularly in selling, NLP is applied and proclaimed to be of great value (Jakobsen, 2009; Nickels, 1983;



O'Connor and Shephard, 2001). The paradox is that despite researcher's prescription of interpersonal skill enhancement in selling and NLP's proclaimed value in selling, academic literature has only hardly touched any of the particular subjects of NLP. This paper attempts to investigate the usage of NLP by sales executives in automobile domain in Pune region.

**The Research Hypothesis**

In the current research, we are trying to proving three hypotheses:

1. The car sales executives use NLP unconsciously.
2. The clients whose sales executives used NLP unconsciously feel more satisfied than who use it consciously.
3. The sales executives who use NLP unconsciously sell more than those who use it consciously.

**The Research Method**

The research method which has been adopted in this particular research is quantitative research using inquiry mode involving research instrument. The result obtained after the analysis of data collected will show the areas in which sales executives use NLP, consciously or either unconsciously, and the impact of NLP on customer satisfaction. The sample selected for the study is 21 sales executives from various car dealers in Pune region particularly in west pune. The questionnaire consists of various NLP techniques in order to test the sales executives knowledge and the extent with which they identify it and use them in their sales process.

**Data Analysis**

- 1) The awareness of sales executives about NLP technically

Descriptive Statistics			
	N	Mean	Std. Deviation
P1	21	1.86	.359
P2	21	1.90	.301
P3	21	1.81	.402
Valid N (listwise)	21		

From the above table and graph it is evident that the awareness of neuro linguistic programming among the sales executives of auto dealers is less.

- 2) The car sales executives of auto dealerships use NLP unconsciously.

Usage of NLP				
	Frequency	Percent	Valid Percent	Cumulative Percent
Consciously	8	38.1	38.1	38.1
Unconsciously	13	61.9	61.9	100.0
Total	21	100.0	100.0	

From the above table and graph we can conclude that the sales executives who use NLP unconsciously are more than those who use it consciously.

- 3) The clients whose sales executives used NLP consciously or either unconsciously feel more satisfied.

Usage of NLP * P20 Crosstabulation						
Count						
		P20				Total
		0	0-25%	25-50%	50-75%	
Usage of NLP	Consciously	0	1	5	2	8
	Unconsciously	1	1	9	2	13
Total		1	2	14	4	21



The above cross tabulation and bar chart show that sales executive who use NLP unconsciously feel more satisfied than those who use it consciously.

- 4) The sales executives who use NLP unconsciously sell more than those who use it consciously.

UsageofNLP * Sales Crosstabulation					
Count		Sales			Total
		0-25%	50-75%	75-100%	
UsageofNLP	Consciously	1	6	1	8
	Unconsciously	1	8	4	13
Total		2	14	5	21

From the above cross tabulation and bar chart it is evident that sales executives who use NLP unconsciously sell more than who use it consciously.

### Conclusion

It has been seen from the analysis that sales executive in auto dealership of pune have no awareness about technical understanding of Neuro Linguistic Programming (NLP). The sales executives who are exhibiting NLP skills in their routine sales process are using it more unconsciously than consciously. It has also come to the notice that clients feel more satisfied with the service of sales executive who use it unconsciously as it give comfort in conversation than who use it consciously. However it has seen that sales executives who use nlp skills unconsciously are selling more than who are using it consciously. It suggests that these sales executives from auto dealership should be trained on NLP skills more technically so they can imbibe those things in their personality which will help to increase customer satisfaction and there by sales performance too. It also suggests that considering above details auto dealers should invest in developing their sales executives NLP skills.

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