

LIST OF TABLES

Table 1.1 Time and Period of Research.....	6
Table 2.1 Thesis Literature Review.....	35
Table 3.1 Research Key Informant.....	48
Table 3.2 Research Supporting Informants.....	49
Table 3.3 Research Expert Informant.....	50
Table 3.4 Unit of Analysis of This Research.....	51
Table 4.1 Informants Characteristics.....	55
Table 4.2 Research Informants.....	58
Table 4.3 Interview Answers Regarding The Opening Topic.....	62
Table 4.4 Interview Answers Regarding Need and Problem Identification Topic.....	65
Table 4.5 Interview Answers Regarding Presentation and Demonstration Topic.....	68
Table 4.6 Interview Answers Regarding Dealing with Objection Topic.....	75
Table 4.7 Interview Answers Regarding Negotiation Topic.....	79
Table 4.8 Interview Answers Regarding Sales Closing Topic.....	82
Table 4.9 Interview Answers Regarding Follow-Up Topic.....	86