

INTISARI

PT. Antar Surya Jaya (Gamedia *Printing Plant* Surabaya) merupakan salah satu perusahaan jasa percetakan terbesar di Surabaya, yang berdiri sejak tahun 1989. Terhitung dari 5 tahun terakhir, cetakan internal mengalami penurunan oplah mencapai 60%, sehingga PT. Antar Surya Jaya memilih *paper packaging* sebagai alternatif ekspansi bisnis, karena tidak jauh dari *core business* PT. Antar Surya Jaya (Gamedia *Printing Plant* Surabaya) sebagai perusahaan jasa percetakan. Di dalam melakukan aktivitas penjualan, *account executive* pada *Marketing & Sales Departement* PT. Antar Surya Jaya menerapkan tahap-tahap manajemen penjualan, yaitu: *Prospecting and qualifying, Preapproach, Approach, Presentation and Demonstration, Overcoming Objections, Closing, dan Follow up and maintenance*.

Pada Laporan Kerja Lapangan Manajemen Penjualan pada PT. Antar Surya Jaya (Gamedia *Printing Plant* Surabaya) ini, peserta praktek kerja lapangan sebagai *account executive* mengkaitkan pengalaman praktek kerja lapangan yang telah dijalani selama 225 jam kerja dikaitkan dengan teori manajemen penjualan.

Kata Kunci : Manajemen Penjualan, Tahap-tahap Manajemen Penjualan, PT. Antar Surya Jaya (Gamedia *Printing Plant* Surabaya).

ABSTRACT

PT. Antar Surya Jaya (Gramedia Printing Plant Surabaya) is one of the largest printing service companies in Surabaya, which was established in 1989. Starting from the last 5 years, internal molds have decreased circulation reaching 60%, so PT. Antar Surya Jaya choose paper packaging as an alternative business expansion, because it is not far from the core business of PT. Antar Surya Jaya (Gramedia Printing Plant Surabaya) as a printing service company. In conducting sales activities, the account executive at the Marketing & Sales Department of PT. Antar Surya Jaya applies the seven steps of sales management, that is: Prospecting and qualifying, Preapproach, Approach, Presentation and Demonstration, Overcoming Objections, Closing, and Follow up and maintenance.

This Internship Report of Sales Management at PT. Antar Surya Jaya (Gramedia Printing Plant Surabaya), participant in the practice internship as an account executive linked the field work experience that had been carried out for 225 hours of work linked to the theory of sales management.

Keywords : Sales Management, The Seven Steps of Sales Management, PT. Antar Surya Jaya (Gramedia Printing Plant Surabaya).