

PERSONAL SELLING PADA PT TIGA PERMATA DI SIDOARJO

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INTISARI

PT Tiga Permata merupakan salah satu perusahaan jasa yang bergerak dalam bidang logistik dan transportasi. PT Tiga Permata mulai berdiri sejak tahun 2009 dengan nama PT Tiga permata Logistik, kemudian pada tahun 2012 juga didirikan PT Tiga Permata Ekspres sebagai sarana PT Tiga Permata Logistik dalam mendistribusikan barang-barang. PT Tiga Permata menawarkan layanan jasa bagi perusahaan-perusahaan maupun konsumen individu untuk menyimpan barang-barang sekaligus pengelolaan gudang dan perawatan barang. Selain itu, PT Tiga permata juga menawarkan layanan jasa pendistribusian barang ke berbagai tujuan. Di dalam melakukan aktivitas *personal selling*, pada departemen *marketing* PT Tiga Permata menerapkan tahap-tahap *personal selling*, yaitu: *Prospecting, Preapproach, Approach, Presentation and Demonstration, Handling Objection, Closing the Sale, dan Follow up and maintenance.*

Laporan Kerja Lapangan *Personal Selling* pada PT Tiga Permata di Surabaya ini, peserta magang sebagai *sales marketing* mengkaitkan pengalaman praktik kerja lapangan yang telah dijalani selama 245 jam kerja dikaitkan dengan teori *personal selling*. Pengamatan dan pengalaman selama melakukan kerja lapangan akan digunakan untuk membahas mengenai peran *personal selling* dalam meningkatkan penjualan pada PT Tiga Permata di Surabaya.

Kata Kunci : *Personal Selling, Tahap-tahap Personal Selling, Distribusi Jasa*

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ABSTRACT

PT Tiga Permata is one of the service companies engaged in logistics and transportation. PT Tiga Permata was established in 2009 under the name of PT Tiga Permata Logistik, then in 2012 also established PT Tiga Permata as a means of PT Tiga Permata Logistik in providing goods. PT Tiga Permata offers services for companies and individual consumers to store goods while managing warehouses and maintenance items. In addition, PT Tiga Permata also offers goods distribution services to various destinations. In conducting personal selling, the marketing department of PT Tiga Permata applies the seven steps of personal selling, that is: Prospecting, Preapproach, Approach, Presentation and Demonstration, Handling Objection, Closing Sales, and Follow Up and Maintenance.

This Internship Report Personal Selling at PT Tiga Permata in Surabaya, participant in the practice internship as sales marketing link field work experience that has been carried out for 245 hours of work training with the theory of personal selling. Observations and experience during internship program will be used to discuss about the role of personal selling to increase sales at PT Tiga Permata di Surabaya.

Keywords: Personal Selling, the Seven Steps of Personal Selling, Service Distribution.