

TELEMARKETING PADA PT GRAND METRO INDORAYA DI**SURABAYA**

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Laporan ini adalah hasil praktik kerja lapangan pada PT Grand Metro Indoraya yang mempunyai tujuan utama untuk mempelajari upaya *telemarketing* yang telah diterapkan dan memberikan perbaikan melalui berbagai teori yang dibutuhkan untuk meningkatkan efektivitas dalam mendatangkan kerja sama dan menarik target pemasaran.

Dengan adanya teori efektivitas telemarketing, evaluasi segera dilakukan agar kesalahan yang dilakukan tidak terulang kembali sehingga perusahaan mampu menggantikan strategi *direct selling* yang kurang efektif karena adanya pandemi dan meningkatkan kembali angka penjualan dengan perbaikan upaya dalam melakukan *telemarketing*.

Aktivitas yang dilakukan selama praktik kerja lapangan selama 810 jam tersebut tidak hanya memperbaiki upaya *telemarketing* saja, tetapi membantu mengajarkan *social media marketing* berupa *website Facebook Business Manager* dan juga *platform online shopping* berupa *Etsy* kepada karyawan *content creator*, membantu memberikan analisis terhadap produk dan media sosial perusahaan. selain itu aktivitas lain seperti pengecekan stok, mempelajari *product knowledge* juga dilakukan sebagai dasar dalam memberikan penawaran dalam komunikasi *personal selling* yang dilakukan melalui *telemarketing*.

Kata Kunci: *Telemarketing*, penjualan, *promotion mix*, *personal selling*, penawaran.

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ABSTRACT

This report was a result of practical field work done at PT Grand Metro Indoraya which has the main objective of studying telemarketing efforts that have been implemented and provide corrections through various theories needed to increase effectiveness in cooperating and attracting market targets.

With the telemarketing effectiveness theory, immediate evaluation is carried out so that the mistakes made won't be repeated and company is able to replace direct selling strategy which is less effective due to pandemic and able to increase sales numbers again by improving efforts in conducting telemarketing.

Activities that were done during the 810 hours of field work practice is not only to improve telemarketing efforts, but to help educating social media marketing in the form of Facebook Business Manager website Facebook Business Manager website and also an online shopping platform in the form of Etsy to content creator employees, providing analysis of the company's products and social media. besides that. Besides that, other activities such as checking stock and studying product knowledge are also carried out as a basis for providing offers in personal selling communications done through telemarketing.

Keywords: Telemarketing, Sales , Promotion Mix, Personal Selling, Offers.