

IMPLEMENTASI TAHAPAN *PERSONAL SELLING* PADA MERAK JAYA BETON DI SURABAYA

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ABSTRAK

Skripsi Laporan Kerja Lapangan ini dengan tujuan untuk menganalisis implementasi tahapan *personal selling* yang tepat dan implementasi *RFM* (*recency, frequently, monetary*) pada Merak Jaya Beton di Surabaya. Merak Jaya Beton Surabaya belum memaksimalkan *personal selling* dan belum memaksimalkan *RFM* (*recency, frequently, monetary*) sehingga berdampak pada tidak tercapainya target perusahaan. Dalam menerapkan strategi *personal selling* harus mempertimbangkan faktor seperti keterampilan komunikasi, pengetahuan produk, dan manajemen hubungan *customer*. Tahapan *personal selling* terbagi menjadi 7 tahap dan hal ini sangat penting demi kesuksesan *personal selling*. Mengingat sifat kompetitif pasar beton Surabaya, bisnis harus mengadopsi pendekatan *personal selling* yang tangguh untuk dapat bersaing dan berkembang. Penerapan setiap tahap *personal selling* yang maksimal adalah pijakan bagi kesuksesan pemasaran Merak Jaya Beton di pasar beton Surabaya yang menantang. Juga dengan implementasi yang maksimal dari *RFM* (*recency, frequently, monetary*) akan meningkatkan keberhasilan tenaga penjual.

Kata kunci: *Personal selling, Recency, Frequently, and Monetary*

*THE IMPLEMENTATION OF PERSONAL SELLING'S STAGES AT MERAK
JAYA BETON SURABAYA*

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ABSTRACT

This Study aims to analyze the implementation of the appropriate stages of personal selling and the implementation of RFM (recency, frequency, monetary) at Merak Jaya Beton in Surabaya. Merak Jaya Beton Surabaya has not yet maximized personal selling and has not optimized RFM (recency, frequency, monetary), resulting in the company not achieving its targets. In implementing personal selling strategies, factors such as communication skills, product knowledge, and customer relationship management must be considered. The stages of personal selling are divided into seven steps, which are crucial for the success of personal selling. Considering the competitive nature of the concrete market in Surabaya, businesses must adopt a robust personal selling approach to compete and grow. The optimal implementation of each stage of personal selling is the foundation for the marketing success of Merak Jaya Beton in the challenging concrete market of Surabaya. Additionally, the optimal implementation of RFM (recency, frequency, monetary) will enhance the success of sales personnel.

Keywords: Personal selling, Recency, Frequently, and Monetary