

ABSTRACT

The recent increase in urban mobility in Indonesia, particularly in transportation, has prompted a shift in government policy aimed at improving public transportation infrastructure. Showroom SJ Cars, which is a business company that buys and sells cars as a means of transportation, implements marketing through personal selling activities as an effort to increase and optimize its unit sales. This study aims to determine the planning, implementation, and evaluation of personal selling promotional activities carried out by Showroom SJ Cars using qualitative methods to 3 main informants and 1 supporting informant. The results showed that the preparation and planning of Showroom SJ Cars before conducting personal selling activities is to find, classify, and analyze potential customers, then finally prepare the car unit. The personal selling implementation steps taken are selecting and assessing prospects, then pre-approaching to continue with the approach step, then making presentations and demos, followed by handling prospective customer objections and following up. Showroom SJ Cars conducts evaluation by analyzing the good car units and the overall market demand to add units.

Keywords: Marketing Strategy, Personal Selling, Showroom