

ABSTRACT

The development of the Automotive Industry that four-wheeled vehicles, especially in the area of Bandung, West Java experienced intense competition, in order to compete and maintain existence with such conditions, companies need to improve and develop the competitiveness that is to communicate and provide the best service, hope the achievement of a stable sales and continues to increase each year, one of the communications made by the strategy of personal selling are included in the elements of the promotional mix, the stages of the stages of personal selling, namely (1) Prospecting and Qualifying, (2) Pre-approach, (3) approach, (4) Presentation, (5) Handling Objections, (6) Closing the sale, (7) Follow-up. This study aims to determine the implementation of personal selling, Responses and recommendations through questionnaires.

This research uses descriptive method with quantitative research type. Data obtained by distributing questionnaires to 96 respondents is visitors Daihatsu Astra Biz Center.

Implementation of research results obtained Personal Selling well done, the response given percentage of 78.8% respondents have a means of respondents agree with each statement the steps being taken by personal selling and can be categorized in accordance with customer expectations, but to see the results of each phase still has a valuation yet effective: (1) Prospecting and qualifying for 82.3%, (2) Pre-approach for 80.7%, (3) Approach for 81.2%, (4) Presentation for 76.4%, (5) Handling Objections for 76.6%, (6) Closing Sales for 76.8%, and (7) Follow up for 77.5%.

Keywords: Promotion mix, Personal selling, Personal selling stage.