

ABSTRACT

PT. Asuransi Jiwasraya (Persero) is a service provider company which doing its marketing promotion by using personal selling. Implementation of personal selling will align with volume of selling which obtained later. Purpose of this research is to know and understand personal selling process and volume of selling from PT. Asuransi Jiwasraya (Persero) in Bandung regional office. Research methodology that used is qualitative descriptive with data gathering technique using interview, observational, company documentation and triangulation. Analysis is done by searching information from informant by using interview, observation, and company documentation. Then data which is gathered is analyzed its validity using gathering triangulation technique by comparing answers from informant, combine them and draw a conclusion from those answers. According by research result, there are 7 steps for implement personal selling process such as prospecting and qualifying, pre-approach, approach, presentation and demonstration, handling objection, closing, and follow up. Volume of selling in PT. Asuransi Jiwasraya (Persero) Bandung regional office in 2013 total insurance premium are Rp.105.831.797.183, in 2014 it was Rp.126.944.175.746, in 2015 it was Rp.119.167.765.340, and in 2016 it was Rp.117.896.149.912. In conclusion, PT. Asuransi Jiwasraya (Persero) Bandung regional office already doing every process of personal selling however there is still a space for improvement such as on follow up step and volume of selling not yet meet the target. Volume of selling which obtained is align with implementation of personal selling itself.

Keyword: *Personal selling process, volume of selling.*