

ABSTRACT

In living the life phase risk can occur to the life of a person wherever and whenever such as the risk of death, illness, or the risk of being fired from his job or risk. In the business world the risk that will be faced can be in the form of risk of loss due to fire, damage or loss or other risks. Companies that want to bear the risks described above are insurance companies. Insurance companies are willing to bear the risks faced by their customers, both individuals and business entities (groups). This is because insurance companies are companies that do business in the field of services accountable for the risks that will be faced by their customers. Therefore Insurance Companies need marketers called agents who are tasked with finding customers and teaching them how important insurance is for the future. In carrying out the personal selling process, there are 4 indicators, namely communication ability, product understanding, creativity, and empathy. This type of research is descriptive method. In this study data collection techniques used were interviews, observation, documentation. The data analysis technique in this study is to do data reduction, display data, and make conclusions. The result of this research is the agent PT. Prudential Life Assurance KPM Prustars Agency establishes a good relationship with its customers, through an assessment from the customer itself.

Keywords: Personal Selling, Marketing, Promotional Mix