

## **ABSTRACT**

*In today's era of globalization and digital science, technology and information are growing and changing very rapidly affecting all areas such as politics, economics, social, culture and so on. Similarly in the animal drug industry especially poultry, the development of science, technology and information can have an impact for the company. Companies that market animal products must create the right strategy to survive and compete. Sales force performance is important in order to achieve goals and implement marketing strategies in the veterinary business market. Personal selling is the spearhead for companies in facing the world of competition in the market of animal medicine business. Personal selling aims to increase sales and build relationships with customers. The company also provides sales training to improve the skills of experienced salespeople or to support the achievement of company targets.*

*This study aims to determine the sales training, personal selling and sales force performance at PT. Medion Ardhika Bhakti, and to know the influence of sales training and personal selling partially and simultaneously to sales force performance in PT. Medion Ardhika Bhakti. Data collection is done by census method or saturated sampling using questionnaires distributed online to all population that is sales force in PT. Medion Ardhika Bhakti, amounting to 172 people, and who returned the questionnaire amounted to 170 people.*

*The data analysis method used is Multiple Linear Regression using SPSS 20 software. Multiple linear regression is used to know the influence of sales training and personal selling partially and simultaneously to sales force performance.*

*The result of the research shows that the respondent's evaluation on sales training is in high category, it means that based on the evaluation of training with Kirkpatrick framework, the respondent thinks that the sales training that is carried out has high benefit to change the attitude/behavior of the sales force to be better and effective towards the company's sales achievement. The results of respondents' assessment of personal selling is in the high category, which means high selling personal benefits in achieving personal selling goals that increase sales and build relationships with customers. While the sales force performance appraisal results are in very high category, which means that on average, the sales force performance appraisal results in the research period are interpreted very high or are above the company standard. The results also showed that sales training and personal selling variables partially and simultaneously have a significant effect on sales force performance.*

**Keywords:** *Sales Training, Personal Selling, Sales Force Performance*