

ABSTRACT

Many businesses have struggled to survive since the economic crisis due to the COVID-19 pandemic in 2020. With several regulation regarding the health protocol to protect citizen from getting the virus, the way of how individuals in a society living was altered. This pandemic was affecting many aspects within a society including government, education and also business. Many business had to change their strategy to make a profit in order to survive during the pandemic. Cobb-Vantress, inc. was one of the company that had to change their strategy to market their product in Indonesia during the pandemic. One of strategy that was altered was the way they do their marketing communication strategy. Cobb-Vantress, inc. was using personal selling as they believed to be an effective way to market their product as their marketing communication strategy. This research aims to discuss more deeply about the re-strategy carried out by COBB-Vantress, inc. with descriptive qualitative method. The personal selling as known has seven steps in its process including opening, need and problem identification, presentation and demonstration, dealing with objection, negotiation, closing the sale and also follow up. Interview was done using this seven steps of personal selling process as an indicators for the question in order to the data to be collected for this research. In this research, Cobb-Vantress, Inc. able to carry out personal selling by doing it in a hybrid manner without losing the essence of the essence that makes personal selling run well using the hybrid method. The hybrid method of personal selling that was done by Cobb-Vantress, Inc. was a combination of personal selling steps that was done by online meeting with the steps that require a salesperson to meet with their clients.

Keywords : Personal Selling, Marketing Communication, Personal Selling Process