

ABSTRACT

The development of world tourism is one of the sectors and is influential in the country. Atria Hotel Gading Serpong is one of them. In facing competition and strengthening product marketing, hotel management directs marketing strategies through the Sales Call process, namely meeting directly with potential customers to discuss business and strengthening good relations between the hotel and the Company.

The purpose of this research is to find out the standard for implementing sales calls at Atria Hotel Gading Serpong, products marketed through sales calls, and constraints in implementing sales calls.

The research method used in reviewing this research was carried out by collecting data through distributing questionnaires to Sales & Marketing Department staff. Field work practice for 6 (months) in the sales & marketing department which is described descriptively.

The results showed that sales calls had a positive and significant effect on sales as evidenced by the t-count value (8.194) > t-table value (1.6605) and a significance level of 0.001 (<0.05) and the magnitude of the influence of sales calls on sales was 40. 7%.

Keywords: Sales Call, Sales, Hotel