

ABSTRACT

PT Fullmoon Jaya Abadi is an electronic trading company which has several branches, one of which is in Bekasi. In 2022, the lamp sales unit at PT Fullmoon Jaya Abadi Bekasi experienced a failure to achieve its sales target. According to data from the Ministry of Energy and Human Resources shown in 2022, the Megamen lamp brand only ranks 8th based on the best-selling imported lamp brands, which results in competition with competing companies that sell lamp units. Apart from that, the sales force is still less competent as evidenced by the competency gap experienced by employees. Based on the results of the gap analysis, it shows that the competency gap with a negative value is customer-oriented sales competency with a gap of -1.

Based on the problems, data acquisition and alternative solutions, this research aims to design the needs and training program for PT Fullmoon Jaya Abadi Bekasi sales employees to improve sales performance. The framework used for designing is the ADDIE framework (analysis, design, development, implementation, evaluation) which is a standard framework for designing training programs and has been used for many years. At the analysis stage, namely identifying training needs, identifying training objectives and setting instructional objectives for training, then confirming the audience where the training participants consist of 10 sales employees, and identifying the resources needed, namely content resources, technology resources, facilities, and human resources. At the design stage, namely to determine performance objectives and deliver training materials using off the job training methods consisting of role plays and case studies with test strategies consisting of learning tests in the form of practical tests.

The result of this plan is a training module aimed at developing customer-oriented sales competencies which is designed using the ADDIE framework (Analyze, Design, Development, Implementation and Evaluation) and there is a guidebook and training syllabus for sales employees. Design results are verified based on their compatibility with design specifications and standards. The design of the training program in this research provides benefits to the research object in order to design a training program for PT Fullmoon Jaya Abadi Bekasi sales employees in a

systematic and structured manner. To measure the effectiveness and impact of this training on employee sales performance, an evaluation was carried out referring to the Kirkpatrick model. This model includes four levels of evaluation, namely reaction (reaction), learning (understanding), behavior (behavior), and results (results). By applying this model, we can measure the extent to which training has been successful in encouraging positive reactions from employees, increasing understanding, as well as the results that have been achieved in terms of improving employee performance in customer-oriented sales competence.

Keywords: Training, Customer Oriented Selling, ADDIE