

## **ABSTRACT**

*The research was conducted based on the gap before the results of the study on the level of sales experience can affect sales performance .In an empirical manner and factors influencing the sales performance as salesperson skill, sales interaction quality and effectiveness of sales activities. Because, the success of a marketing performance is not only measured by good product development and affordable prices but the success of the communication strategy through salespeople who have a great contribution to success.*

*The purpose of this study is to build a conceptual model to describe and provide answers to the gap between the variable sales experience and sales performance, and empirically examine the factors that affect sales performance. This research was conducted by taking the object of research at PT. Rajawali Citra Televisi which is located in West Jakarta. This study uses a population of the entire workforce of the RCTI marketing department. This study uses the Judgment Sampling method. The number of respondents determined as research samples was 120 people. The analysis technique used to interpret and analyze data in this study is the Structural Equation Model (SEM) technique of the AMOS software package.*

*The results of testing the hypothesis proved that the factors of sales experience, salesperson skills, sales interaction quality and effectiveness of sales activities have a positive effect on significant sales performance. The model proposed in this study is acceptable which is shown by the suitability index where the value of chi-square value is 200.633, probability value is 0.027, TLI value is 0.974, CFI value is 0.977, CMIN/DF is 1.233 and RMSEA 0.043 which all qualify even though the GFI value is 0.880 and AGFI 0.846 is marginally accepted.*

**Keywords:** *Sales experience, salesperson skill, sales interaction quality, effectiveness of sales activities, sales performance*