

## ABSTRACT

The purpose of this study was to develop a conceptual model of marketing on learning orientation and customer orientation, each followed by strategic grooves that can be traced to improve the performance of salespeople. In this research, empirical tests of the models. The first model examines the effect of openness in thinking, intelligent work patters, management of customer knowledge, communication skills polite, trust given to the sales force, commitment to doing business relationships, the performance of salespeople. The second model tested the influence of empathy, sales training and work experience, ability to make decent sales presentation on the performance of salespeople.

The population in this study is the Rural Bank in Central Java. This study, taking a sample of 140 respondents who spread from across the District in Central Java. Respondents are the sales force of rural banks. The sampling technique used was purposive sampling. Data were collected with a questionnaire which is a combination of open and closed questions, which in turn followed by an interview. The data are the analyzed using Structural Equation Modeling (SEM)

Theoretical findings in this study is to improve the performance of salespeople is built through a process of managing customer knowledge, communication skills manners, confidence in the salesperson, the commitment to establish a business relationship. If the salespersons have the ability to perform high adaptability of the changes in the market, so to improve their performance, they need to prioritize the commitment of business relationships. Other findings that to improve the performance of salespeople needed empathy, sales training, sales experience and ability to make sales presentations polite.

Recommendations from this research, to improve the performance of sales made through the customer management should be based on market based views that are integrated with the resources based view. Conversely if the increased sales performance through empathy, sales training and experience, should be based on resource based view. The findings of this study, can be used as the basis for the management of rural banks, that in order to improve the performance of sales training they need to create policies that better suit their needs and provide guidance.

Keywords: customer, the ability to communicate a polite, commitment to business relationships, the ability to do a decent sales presentations and sales force performance.