

## **ABSTRACT**

*The purpose of this study to analyze the impact of Learning Orientation to Salespeople Performance with Working Smart, Selling Skills, and Adaptive Selling on intervening variables. The population of study was all salespeople of Japan motorcycle, where respondents are in Magelang. The samples in this study were 100 respondents. The method of collecting data through questionnaires. This study uses analytical techniques of Structural Equation Modelling (SEM) with AMOS 22.0 as the analysis instrument.*

*The result show that Learning Orientation has a positive and significant effect on Working Smart, Learning Orientation has a positive and significant effect on Selling Skills, Learning Orientation has a positive and significant effect on Adaptive Selling, Working Smart has a positive and significant effect on Salespeople Performance, Selling Skills has a negative and insignificant effect on Salespeople Performance, and Adaptive Selling has a positive and significant effect on Salespeople Performance.*

*Keywords : Learning Orientation, Working Smart, Selling Skills, Adaptive Selling, Salespeople Performance*