

ABSTRACT

The purpose of this study to analyze the effect of selling experience, selling competence, quality of relationship to the increase of sales person's performance. The population used in this study is the sales force smartphone Semarang city that has been working as a sales force for 2 months. The number of samples used in this study as many as 110 respondents. The method of data collection conducted through questionnaires. This research uses Structural Equation Modeling (SEM) analysis using AMOS 22.0 analysis tool.

The result show that the selling experience has a positive and significant effect on the quality of the relationship, the selling competence has a positive and significant effect on the quality of the relationship , the selling experience has a positive and significant effect on the selling competence, and significant influence on sales performance, and the quality of the relationship has a positive and significant effect on the salespersons performance.

Keywords: Selling Experience, Selling Competence, Quality of Relationship, Salesperson's Performance