

ABSTRACT

Salespeople are a major force for the company, which they hold important in bridging the relationship between the company and the consumer. Salespeople also have an important role in the success of the company's product sales, so it needs to understand what factors affect the salesperson's performance. This research is aimed to analyze the factors that influence the salesperson performance through customer oriented selling, salesmanship skills, technical knowledge, salesperson technology use and its relevance to the increase in sales force.

This research is in the object of researching the sales force of Vivo smartphone product in Pekalongan city. Currently Vivo smartphone sales have decreased, due to the tight competition of the communication tool market, especially the smartphone category. The sample of respondents used amounted to 100 respondents sales of Vivo smarphone in PT. Communication Indonesia kota Pekalongan. Analytical techniques used in this study, using software program SPSS (Statistical Package For Social Science) version 20.

The results obtained in this study are: the use of technology on sales force has a positive and significant impact on customer-oriented sales, customer-oriented sales and technical knowledge have a positive and significant impact on sales skills. Then sales skills have a positive and significant effect on the performance of salespeople, while sales-oriented penjualan negatively and has no significant relationship to salesperson performance.

Keywords: Technology Salesperson use, Technical Knowledge, Customer Oriented Selling, Sallesmanship Skills, Salesperson Performance