

ABSTRACT

This research analyzes factors influencing the sales call effectiveness and it is strategic in order to increase that sales force performance. The research problems come from field problem identified from data about the condition of PT. Cahaya Agung Cemerlang Semarang relates to sales performance of product Kimberly Clark Indonesia have not expected. Therefore, the formula of problem in this research is how to increase selling-in in order that marketing performance rich expectations. Hereinafter, variable and indicator of this research indicator are also relied on former researches. A model has been developed and four hypotheses have been formulated to answer the problem of this research.

A technique of sampling applied is quota-sampling method. The responders in this research are 102 responders, and all responder are sales force of Kimberly Clark Indonesia. Tool of data analysis used is Structural Equation Modeling (SEM) using computer program of AMOS.

The result of data analysis shows that the model developed and the research result can be accepted. Hereinafter, the result proves that there is positive influence of product knowledge to sales calls effectiveness. The influence of sales negotiation skill has a positive influence toward sales call effectiveness. The influence of customer knowledge to sales call effectiveness has a positive. The influence of sales call effectiveness to sales force performance has a positive. Management implication for four constructs and the future research implication of the finding on discussed.

Key Words: Product Knowledge, Sales Negotiation Skill, Customer Knowledge, Sales Call Effectiveness and Sales Force Performance