

ABSTRACT

Salesperson performance are important elements in sales because its value is a barometer of sales contribution to the organization / company. These objectives include profit, sales increase and maintain its existence. KJKS BMT BUS is a company engaged in the field of Islamic financial services with more than three hundred salespeople, these are human capitals that need to be managed to achieve company goals. This has encouraged researchers to examine the extent to which Performance Sales Force.

This study aims to determine the influence of sales force competency and performance of the salesperson behavior on the performance of salespeople. Samples are salespeople marketing division KJKS BMT BUS Lasem of the 100 respondents spread across Central Java and Yogyakarta with the questionnaire method. Analysis of the data used by multiple regression using SPSS software R.17 results show that the competence and behavior influenced the performance of salespeople.

The empirical findings indicate that competence have a significant effect on the sales force performance with regression values of 0.444 and the behavior perceived significant impact on salesperson performance with regression values of 0.335.

Key words: competence, performance, the performance of salespeople.