

ABSTRACT

The purpose of this research is to test the influences of promotion support by principal company, business quality relationship with outlet, salesman capability, and outlet service strategy on selling in performance.

The samples size of this research is 100 outlets of CV. AS Tunggal mandiri. Using the Statistical Package Social Science (SPSS), the results show that the promotion support by principal company, business quality relationship with outlet, salesman capability, and outlet service strategy on selling in performance.

The effect of promotion support by principal company on selling in performance is significant, the effect business quality relationship with outlet on selling in performance is significant, the effect salesman capability on selling in performance is significant; and the effect outlet service strategy on selling in performance is significant.

Keywords: promotion support by principal company, business quality relationship with outlet, salesman capability, outlet service strategy, and selling in performance.