

ABSTRACT

Every company that was established aiming to obtain the maximum profit. To obtain maximum benefit one of them by increasing sales through improved selling-in performance. There are various factors that could affect the selling-in performance. This study aimed to examine the factors thought to influence the selling-in performance in PT Surya Madistrindo as a distributor of Gudang Garam cigarettes. These factors are the ability of salesperson, service strategy outlets and promotional support principals. This study used 169 samples of retail outlets PT Surya Madistrindo in Semarang district and the town of Salatiga. The analytical tool used is partial correlation and multiple regression analysis using SPSS program view. These results prove that there is significant relationship between independent variables (the ability of salesperson, service strategy outlets, and promotional support for the principal) to the dependent variable (selling-in performance).