

ABSTRACT

Salesforce management is a part of the management of sales that is often seen as an important part in supporting the success of the company. This is because the sales staff that is representative of a company dealing directly with customers, so that they can influence customers to buy or not to buy products from the company.

This study attempts to test the influence of selling skills, compensation, control systems on salesperson performance related to the sales effectiveness at PT. Telkomsel graPARI Semarang.

This research using Accidental population method and data used in this research is the primary form of the questionnaire data. Population in the research is all sales (sales agent) PT. Telkomsel graPARI Semarang. From 138 of the total population, only 119 respondents who made the sample. Technical analysis is used in this research is Structural Equation Model (SEM) software Amos 16.0. Results of this research show that casuality relationship between the variables that affect the criteria and the Goodness of Fit Chi-square = (92,800); Probability = (0217); CMIN / DF = (1118), GFI = (0910); AGFI = (0869); TLI = (0983); CFI = (0987); RMSEA = (0032). From the results of the analysis show that of four hypothetical asked, only three hypothetical received. The three hypothetical received is: the higher the skills to sell, the higher salesperson performance; the higher compensation, the higher salesperson performance; and the higher salesperson performance, the higher sales effectiveness. While the hypothetical is rejected: the higher the control system the higher salesperson performance.

The limitations in this research is not appropriate hypothetical 3 (variable control systems) that were submitted by researchers with the final results obtained.

Future research agenda are expected to do similar research using other variables or other objects.

Keywords: *Salesforce management, selling skills, compensation, control system, salesperson performance and sales effectiveness.*