

## ABSTRACT

Salespeople have a very important role in improving a company's sales growth. Since the beginning of delivering the right product information to prospective customers and the salespeople, the company can establish a good relationship with the consumer. In meeting the needs of potential customers it is expected that the salespeople have good communication skills to be able to adapt to potential customers, in order to better support the sales of good planning can also increase sales, supported by the control system of the company and the salesperson must have the orientation kepad customers. Some of the things above strived to improve the performance Salespeople.

The method used is to spread the questionnaire to 50 respondents in the sample by using census sampling meyode. The results of this study have been processed using the **program SPSS for Windows**

From the research results to partial variables of Communication Skills, Sales Planning, Control System and Customer Orientation effect on Salespeople performance and the most dominant factor is the variable with the value of Sales Planning t test results are far below 0.012 are 0.05. Simultaneously, the independent variables affect the variables bound by 52.6%

Keywords: Communication Skills, Sales Planning, Control System, Customer Orientation and Performance Salespeople.