

ABSTRACT

The purpose of this research is to test the influences of marketing support quality, sales experience, and quality sales training, on salesman competence to impact salesman performance. Using these variables, the usage of these variables are able to solve the arising problem within customers Bank Jateng. Statement of this problem is how increase salesman performance?.

The samples size of this research is 119 salesman Bank Jateng. Using the Structural Equation Modeling (SEM). The results show that marketing support quality, sales experience, and quality sales training, on salesman competence to impact salesman performance.

The effect of marketing support quality on salesman competence are significant; The effect of marketing support quality on salesman performance are significant; The effect of sales experience on salesman competence are significant; The effect of sales experience on salesman performance are significant; The effect of quality sales training on salesman competence are significant; The effect of quality sales training on salesman performance are significant; and The effect of salesman competence on salesman performance are significant.

Keywords: marketing support quality, sales experience, quality sales training, salesman competence and salesman performance.