ABSTRACT

This research is empirical study purposed to analyze communication skill, planning sales, material support,and control system in increasing the salesperson activity to reach salesperson performance.

This research uses 103 Bank Mandiri sales executive as a research sample. Data analysis tools used in this research is Structural Equation Modeling (SEM) under AMOS 5. The result of the data shows that research model has good fit and all the hypotheses can be proved. The conclusions are: communication skill, planning sales, material support, and control system has positive influence to salesperson activity, and salesperson activity also has positive influence to salesperson performance.

Based on the results of the research could be taken theoretical implications that this research gives more justifications for antecedents influencing salespreson activity, i.e.: communication skill, planning sales, material support and control system. Managerial implication of this research are suggestions to managers to pay more attention to material support, because this factor is the most dominant factor to salesperson activity.

Keywords: communication skill, material support, control system, salesperson activity, salesperson performance