



INTISARI

Studi ini meneliti mengenai strategi *personal selling* yang diterapkan oleh tenaga penjual PT Telkomsel Indonesia Cabang Yogyakarta. Tujuan dari penelitian ini adalah untuk mengetahui strategi *personal selling* PT Telkomsel Indonesia Cabang Yogyakarta. Jenis penelitian yang dilakukan adalah deskriptif kualitatif berdasarkan data primer dan data sekunder. Pada penelitian ini, peneliti menggunakan metode wawancara kepada pihak internal PT Telkomsel Indonesia Cabang Yogyakarta yang merupakan Staf *Youth and Community* dan *Marketing Director* di PT Telkomsel Indonesia Cabang Yogyakarta. Berdasarkan hasil penelitian, dapat disimpulkan bahwa strategi *personal selling* yang dilakukan oleh PT Telkomsel Indonesia Cabang Yogyakarta sudah sesuai dengan teori indikator *personal selling* yaitu *prospecting and qualifying, pre-approach, presentation, overcoming objection, closing, dan follow-up and maintenance*.

Kata kunci: Strategi Promosi, Promosi Penjualan, *Personal Selling, Prospecting dan Qualifying, Pre-Approach, Presentation, Overcoming Objection, Closing, Follow up*.



ABSTRACT

This study examines the personal selling strategy applied by salespeople of PT Telkomsel Indonesia Branch of Yogyakarta. The purpose of this research is to know personal selling strategy of PT Telkomsel Indonesia Branch of Yogyakarta. The type of research conducted is descriptive qualitative based on primary data and secondary data. In this research, researcher use interview method to internal party PT Telkomsel Indonesia Yogyakarta Branch which is Staff of Youth and Comunity and Marketing Director at PT Telkomsel Indonesia Branch of Yogyakarta. Based on the research result, it can be concluded that personal selling strategy conducted by PT Telkomsel Indonesia Yogyakarta Branch is in accordance with the theory of personal selling indicator that is prospecting and qualifying, pre-approach, presentation, overcoming objection, closing, and follow-up and maintenance.

Keywords: Promotion Strategy, Sales Promotion, Personal Selling, Prospecting and Qualifying, Pre-Approach, Presentation, Overcoming Objection, Closing, Follow up.