

INTISARI

Penelitian ini bertujuan untuk menganalisis bagaimana penerapan *personal selling* pada PT. Ivenframe Teknologi Nusantara Yogyakarta. Jenis penelitian yang dilakukan adalah deskriptif kualitatif berdasarkan data yang diambil menggunakan metode wawancara. Wawancara ditujukan kepada satu narasumber divisi *Business Development* di PT. Ivenframe Teknologi Nusantara. Berdasarkan hasil penelitian dapat disimpulkan bahwa strategi *personal selling* yang dilakukan oleh PT. Ivenframe Teknologi Nusantara Yogyakarta sudah sesuai dengan tahapan pada teori *personal selling* yaitu *prospecting and qualifying, pre-approach, presentation, overcoming objection, closing, dan follow-up and maintenance*.

Kata kunci: *Personal Selling, Prospecting and Qualifying, Pre-Approach, Presentation, Overcoming Objection, Closing, Follow up and Maintenance.*

ABSTRACT

The objective of this research is to analyze the implementation of personal selling in PT. Ivenframe Teknologi Nusantara Yogyakarta. This is a descriptive qualitative research based on data that was taken using interviews. The interview was one person Businesses Development division at PT. Ivenframe Teknologi Nusantara. Based on the result of the research, it can be concluded that personal selling strategy by PT. Ivenframe Teknologi Nusantara Yogyakarta has fulfilled the theory of personal selling namely prospecting and qualifying, pre-approach, presentation, overcoming objection, closing, follow-up and maintenance.

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