

REFERENCES

- Aggarwal, P., Castleberry, S.B., Ridnour, R. & Shepherd, C.D. (2005), "Salesperson empathy and listening: impact on relationship outcomes", *Journal of Marketing Theory and Practice*, Vol. 13 No. 3, pp. 16-31.
- Balsley, Ronald D and Birsner, Patricia E (1987), *Selling: Marketing Personified*, Hinsdale: Dryden Press
- Bhattacharjee, A., & Sanford, C. (2006). Influence processes for information technology acceptance: An elaboration likelihood model. *MIS Quarterly*, 30(4), 805–825.
- Bisp, S., Sorensen, E., & Grunert, K. G. (1998). Using the Key Success Factor Concept in Competitor Intelligence and Benchmarking, *Competitive Intelligence Review*, 9(3), 55-67
- Bosworth, & Michael T. (1995). *Solution selling*, New York, McGraw- Hill.
- Castleberry, S. B., & David Shepherd, C. (1993). Effective interpersonal listening and personal selling. *Journal of Personal Selling and Sales Management*. <https://doi.org/10.1080/08853134.1993.10753935>
- Chakrabarty, S., Widing, R. E., & Brown, G. (2014). Selling behaviours and sales performance: The moderating and mediating effects of interpersonal mentalizing. *Journal of Personal Selling and Sales Management*. <https://doi.org/10.1080/08853134.2014.890899>
- Choi, S.M., & Salmon, C.T., (2003). The Elaboration Likelihood Model of Persuasion After Two Decades: A review of Criticisms and Contributions. *The Kentucky Journal of Communication*. Vol, 22 No.1: 47-77.
- Clow, K. E., Baack, D. E., & Peloza, J. (2012). Integrated Advertising, Promotion, and Marketing Communications, Canadian Edition,. *Global Edition*.
- Cummins, S., Peltier, J. W., & Dixon, A. (2016). Omni-channel research framework in the context of personal selling and sales management: A

- review and research extensions. *Journal of Research in Interactive Marketing*. <https://doi.org/10.1108/JRIM-12-2015-0094>
- Castleberry, Stephen B., & Shepherd, C. David (1993). Effective interpersonal listening and personal selling. *Journal of Personal Selling & Sales Management* 13, 36– 50.
- Comer, Lucette B., & Drollinger, Tanya. (1999). Active empathetic listening and selling success: A conceptual framework. *Journal of Personal Selling & Sales Management* 19, 15–29.
- Cooper, D.R. & Schindler, P.S. (2013). *Business Research Methods*. New York: McGraw Hill.
- Deeter-Schmelz, Dawn R., & Ramsey, Rosemary. (1995). A conceptualization of the functions and roles of formalized selling and buying teams. *Journal of Personal Selling & Sales Management* 15, 48– 60.
- Drollinger, T., & Comer, L.B. (2013). Salesperson's Listening Ability as an Antecedent to Relationship Selling. *Journal of Business & Industrial Marketing*, Vol.28, No.1: 50-59.
- Dubinsky, A. J. (1981). A factor analytic study of the personal selling process. *Journal of Personal Selling and Sales Management Vol.1, No.1*: 26-33
- Dwyer, S., Hill, J., & Martin, W. (2000). An empirical investigation of critical success factors in the personal selling process for homogenous goods. *Journal of Personal Selling and Sales Management Vol.20, No.3*: 151-159.
- Eisner, E. W. (1991). *The enlightened eye: Qualitative inquiry and the enhancement of educational practice*. New York, NY: Macmillan Publishing Company.
- Fine, L. M. (2007). Selling and sales management. In *Business Horizons*. <https://doi.org/10.1016/j.bushor.2007.01.001>
- Franke, G.R., & Park, J.E. (2006). Salesperson adaptive selling behavior and customer orientation: A meta-analysis. *Journal of Marketing Research*, 43(4), 693–702.

- Gaikindo. (2020). Wholesales by Brand Januari-Desember 2020. Accessed on November 5th 2020 from www.Gaikindo.or.Id, 1, 0–1.
<https://www.gaikindo.or.id/indonesian-automobile-industry-data/>
- Gaikindo. (2020). Wholesales by Brand Januari-Desember 2019. Accessed on November 5th 2020 from www.Gaikindo.or.Id, 1, 0–1.
<https://www.gaikindo.or.id/indonesian-automobile-industry-data/>
- Gaikindo. (2020). Wholesales by Brand Januari-Desember 2018. Accessed on November 5th 2020 from www.Gaikindo.or.Id, 1, 0–1.
<https://www.gaikindo.or.id/indonesian-automobile-industry-data/>
- Gaikindo. (2020). Wholesales by Brand Januari-Desember 2017. Accessed on November 5th 2020 from www.Gaikindo.or.Id, 1, 0–1.
<https://www.gaikindo.or.id/indonesian-automobile-industry-data/>
- Griffin, E. (2013). A First Look at Communication Theory, Eighth Edition. *Memori Kultural, Konflik, Dan Media*.
- Hartanto, A. (2018). Menperin: Industri otomotif berkontribusi 10,16% pada perekonomian nasional. Accessed on November 12th 2020 from <https://industri.kontan.co.id/news/menperin-industri-otomotif-berkontribusi-1016-pada-perekonomian-nasional>
- Hawes, J. M., Rich, A. K., & Widmier, S. M. (2004). Assessing the development of the sales profession. *Journal of Personal Selling and Sales Management*. <https://doi.org/10.1080/08853134.2004.10749014>
- Huang, D. (2019). Research into the Application of Linguistic Adaptation Theory in Personal Selling Communication. *Theory and Practice in Language Studies*. <https://doi.org/10.17507/tpls.0903.02>
- Jaramillo, F., & Marshall, G. W. (2004). Critical success factors in the personal selling process. *International Journal of Bank Marketing Vol.22, No.1*: 9-25.
- Johnston, Mark W., & Marshall, Greg W. (2003). *Churchill/Ford/Walker's Sales force management, 7th ed*. Boston, MA: McGraw-Hill/Irwin.
- Jolson, Marvin A., & Wotruba, Thomas R. (1992, Fall). Prospecting: A new look at this old challenge. *Journal of Personal Selling & Sales Management* 12, 59– 66.

- Hamdani, M. (2017). Analisis Produktivitas Menggunakan Metode Objective Matrix (Studi Kasus Di Auto2000 Kenjeran). *Jurnal Teknik Industri*, 3(2), 85. <http://repository.its.ac.id/2733/>
- IPSOS. (2018). Opportunities and Challenges in Indonesia's Automotive Industry. (2018). Accessed on November 12th 2020 from <https://www.ipsos.com/en/opportunities-and-challenges-indonesias-automotive-industry>
- Kadić, S., Palić, M., & Čičić, M. (2011). Improvement of personal sales efficiency in automotive retailing. *Ekonomika Istrazivanja*, 24(2).
- Keller, K. L. (2009). Building strong brands in a modern marketing communications environment. *Journal of Marketing Communications*. <https://doi.org/10.1080/13527260902757530>
- Kotler, P.T., & Armstrong, G., (2014). *Principles of Marketing, 15th edition*. England: Pearson Education Limited.
- Kotler, P.T., & Kevin L.K., (2016). *Marketing Management 16th global edition*. England: Pearson Education Limited.
- Lien, N. H. (2001). Elaboration Likelihood Model in Consumer Research : A Review *Journal of Consumer Research*. Vo.11, No.4: 301-310.
- Lee, Y., & Heinze, T. (2020). Do Technology-Based Sales Support Materials Make a Difference in Personal Selling? The Impact of Technology Usage by Gender in the Personal Selling Process. *Journal of Marketing Education*. <https://doi.org/10.1177/0273475320925124>
- Learning Center, Auto2000 (2018). *Professional Selling Skill Training*. Jakarta. Auto2000 Indonesia.
- Marshall, Greg W., Moncrief, William C., & Lassk, Felicia G. (1999). The current state of sales force activities. *Industrial Marketing Management* 28, 87– 98.
- Marshall, Greg W., Goebel, Daniel J., & Moncrief, William C., 2003. Hiring for success at the buyer–seller interface. *Journal of Business Research* 56, 247– 255.

- Meghisan, G., (2008). Personal Selling Process. *Economic Science Series University of Craiova. Vol.7, No.36: 3156-3161.*
- Moncrief, W. C., & Marshall, G. W. (2005). The evolution of the seven steps of selling. *Industrial Marketing Management*, Vol.34, No.1:13-22.
- Nichols, R. G., & Lewis, T. R. (1954). Listening and speaking; a guide to effective oral communication. Dubuque, Ia.
- Petty, R. E., & Cacioppo, J. T. (1986). The elaboration likelihood model of persuasion. *Advances in Experimental Social Psychology Vol.19: 123-205.*
- Reeves, R. A., & Barksdale, H. C. (1984). A framework for classifying concepts of and research on the personal selling process. *Journal of Personal Selling and Sales Management*
- Říha, D., Heinze, T., & Stros, M. (2017). Intercultural variations in personal sales factors in the Czech and U.S. automotive markets: Practical implications for marketing. *Central European Business Review*.
<https://doi.org/10.18267/J.CEBR.171>
- Román, S., & Rodríguez, R. (2015). The influence of sales force technology use on outcome performance. *Journal of Business and Industrial Marketing*. <https://doi.org/10.1108/JBIM-01-2015-0001>
- Sabar Riyanto, Eko., (2017). Analisis Tahapan Personal Selling Oleh Tenaga Pemasar Bancassurance PT Prudential Life Assurance. *Universitas Gadjah Mada.*
- Schurr, Paul H. (1987). Evolutionary approaches to effective selling. *Advances in Business Marketing* 2, 55– 80.
- Shannahan, R. J., Bush, A. J., Shannahan, K. L. J., & Moncrief, W. C. (2017). How salesperson perceptions of customers' pro-social behaviors help drive salesperson performance. *Industrial Marketing Management*.
<https://doi.org/10.1016/j.indmarman.2015.05.004>
- Sheth, J. N., & Sisodia, R. S. (2002). Marketing productivity Issues and analysis. *Journal of Business Research*, 55(5), 349-362.

Spiro, L. Rosan, & Weitz, A. Barton. (1990). Adaptive selling:
Conceptualization, Measurement, and Nomological Validity.
Journal of Marketing Research, 27(1), 61-69.