

## **ABSTRAK**

*Competition between the company increasingly developing, companies should set a strategy promotion proper, namely know tastes consumers and analyze how the company can communicate his products to consumers. A strategy of promotion can influence in sales hike, one hotchpotch is personal selling. Personal selling is a form of a promotion using direct communication that allows the two way communication between salespersons with prospective buyers and sellers must be visiting prospective buyers to offer products*

*Research is done in PT .Telkom Indonesia, one a company that develops in internet services that uses fiber optic and equipped with cable television called to the product Indihome this research using data collection method qualitative descriptive the interview, observation and the literature study, and respondents used is salespersons called sales avenger and internal company.*

*Sales avenger run the stage of activity personal the selling, In running the selling personal activities, sales avenger using personal strategy the selling in enhancing sale namely, interest, desire, the act of, satisfaction and a step in the personal activities namely prospecting the selling, pre-approach, approach, presentation, handling objections, closing and follow-up. In carrying out the activities of personal selling, PT .Telkom Indonesia faced several obstacles , among other lack of the means of production available and inadequate licensing in doing a company when doing the selling personal activities*

*Keywords: Marketing, promotion , personal selling*