

ABSTRACT

In this era of globalization, technology is very closely related to everyday life. The ease of communication that is created at this time motivates every community to be able to interact systematically, quickly and easily and connect where and whenever they want. PT. Telkom Indonesia is one of the largest telecommunications service companies that provides Internet Service Provider (ISP) services, especially in the South Jakarta Telecommunications Area. The large number of needs for access to internet services at this time has led to companies in Indonesia trying to meet the needs of the community. Companies must make a variety of services, products and prices offered by other telecommunications companies.

This study aims to find out and also understand how the application of Personal Selling through the Digital Channel of the Sobat Indihome application can increase product sales in the South Jakarta Telkom area. The research method used is using a qualitative method with a descriptive approach. Data collection techniques used interview, observation, and documentation techniques.

The results of the study revealed that PT. Telkom Indonesia Witel South Jakarta conducts marketing activities using a personal selling strategy with four indicators, namely the approach (approach), the ability of the salesforce in approaching new prospective customers is quite good. In the presentation, the salesforce has quite good product knowledge and can present Indihome products to prospective customers in detail. In handling objections, the salesforce can deal with customer complaints with a persuasive attitude and when someone refuses, the salesforce responds persuasively and patiently. And at closing the salesforce must have a persuasive nature and be able to master the advantages possessed by Indihome compared to competitors.

Keywords : Personal Selling, Approach, Presentation, Handling Objection