

Selling Skill Techniques to Increase the Competence of Marketers at PT Pos Logistik Indonesia

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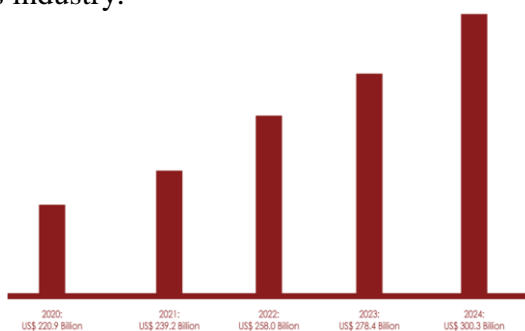
ABSTRACT

PT Pos Logistik Indonesia (Poslog) is a subsidiary of PT Pos Indonesia (Persero) engaged in logistics services in Indonesia. This business opportunity in Indonesia is quite promising, with significant growth from year to year. Therefore, its human resources must be properly maintained, including professional marketers, who become the company's spearhead and valuable assets. The problem that often arises is their need for more knowledge about sales techniques (lack of competence in marketing). On the other hand, their knowledge and competence in the field of logistics are capable, and the high employee turnover in this section results in poor knowledge transfer. Equally, one way to improve employees' knowledge, skills, and abilities and skills, especially marketers, is through selling skills training. This training is expected to increase expertise, especially knowledge about selling skills for marketers in Poslog. This activity is done by evaluating understanding at the beginning, delivering material through video conference, discussion, question and answer, and evaluation at the end. The result of this activity showed an increase in the selling skills of employees before and after the training, which was seen from the skills of prospecting, approaching, probing, presenting, handling objections, and closing the sales.

Keywords — competence; training; PT. Pos Logistik; selling skills

1. Introduction

The logistics business is a business sector with significant growth. It aligns with the community's needs and the increasing development of technology. This development must be supported by efforts to achieve an effective and efficient logistics system [1]. Indonesia's potential as an archipelagic country with 16,056 islands [2], a population of more than 271.34 million people [3], and various commodities show that Indonesia is a promising market. It is the basis for the growth of the logistics industry in Indonesia. It is estimated that the logistics market in Indonesia will continue to increase. It is shown by the increasing revenue of this industry.



Source: Ken Research, 2020 [4]

Figure 1. Indonesian Logistics Market Revenue Forecast 2020-2024

One of the companies engaged in the logistics industry is PT. Indonesian Logistics Post (Poslog). Poslog is a subsidiary of PT. Pos Indonesia (Pos Indonesia) was founded in 2012 and is committed to helping corporate entities focus on their core business, especially logistics. Poslog implements integrated logistics services, manages professionally, efficiently, and regularly, and is expected to operate independently to maximize logistics business opportunities in Indonesia, as well as take advantage of the Pos network of 4,367 branches and 33,000 sales points in Indonesia (poslogistics.co.id, 2019). Poslog provides comprehensive services based on supply chain management (SCM) and handles the transportation of goods from upstream to downstream by integrating contract logistics, project logistics, and freight forwarding services [5].

Total SCM-based services provided by Poslog must be managed through professional human resources (HR). HR capability is expected to improve the quality and capability of Indonesia's logistics. Competent professional human resources in the logistics industry, such as inventory, warehousing, and transportation, must understand end-to-end SCM concepts and implementation, including sales concepts. Selling is a social management process by which individuals and groups obtain what they need and want, create, provide, and exchange valuable products with others [6]. Marketers are pioneers and the most valuable main asset owned by the company because they deal directly with customers and generate sales, so they must be highly qualified to produce good performance.

The problem that often occurs for marketing staff at Poslog is their need for knowledge regarding sales techniques (lack of competency in marketing). On the other hand, their knowledge and competence in logistics are quite capable. Besides that, the high employee turnover rate in this section results in an uneven transfer of knowledge. One way to increase employees' knowledge, skills, expertise, and skills (especially marketers) is through selling skill technique (SST) training. Sales skills are beliefs about specific knowledge possessed by salespeople that support business relationships [7], such as providing solutions, having specific knowledge about products, actively listening, being able to complete sales, and being able to carry out sales activities, negotiate and be able to look for new potential buyers [8]. With this training, it is hoped that marketers at the Poslog can improve their skills, especially knowledge about SST.

2. Method

The Community Service Program (PkM) partners are PT Pos Logistik Indonesia employees from head offices and branch offices throughout Indonesia, totaling 22 people. The activities carried out include:

1. Exploring participants' initial understanding of SST consists of prospecting, approaching, probing, presenting, handling objections, and closing the sales.

The material for the third session is handling objections and closing the sales. Based on the initial evaluation, participants understood this material only 15.4% for handling objections and 42.3% for closing the sales. Discussion on material handling objection was presented to provide participants with knowledge about the sources of customer rejection and how to deal with the objection. Participants were also given the knowledge that customer complaints are something normal. Even consumers who complain have good intentions so that the company can correct its deficiencies. Customer complaints are divided into direct and indirect complaints. According to Bell & Luddington in [10], customer complaints are feedback shown to companies and tend to be negative. Companies also need to provide an effective and efficient mechanism in facilitating that customer complaint can be resolved. With good handling of customer complaints, it can bring various benefits to the company, such as improving relationships with disappointed customers, the company becomes aware of aspects of service that need improvement, motivating employees to provide service excellence, and can avoid companies from negative publicity [11]. The final evaluation of participants' understanding of this material was achieved at 76.4%.

Finally, closing the sales material is delivered to inform participants when the best time to close is best. Participants are given knowledge about closing signs verbally and non-verbally from customers or potential customers. How can closing techniques be applied so the closing process can run effectively? The material was also presented in case studies and videos to facilitate participants' understanding. The results of the final evaluation of the participants' understanding of this material were achieved at 76.5%.

4. Conclusion

This SST training activity has met the target output, namely an increase in the understanding of the trainees with an average final evaluation achievement score of 85.28%, an increase of 41.65% from the initial evaluation with the following details:

1. Prospecting: Participants' knowledge increased by 42%.
2. Approaching: Participants who are salespersons have previously understood approaching techniques, and after this training, the participants' knowledge increased by 28.7%
3. Probing: The training participants' knowledge of selling techniques increased by 40.1%.
4. Presenting: Participants' knowledge increased by 43.9%.
5. Handling Objection: Participants' knowledge increased by 61%.
6. Closing the Sales: Participant knowledge increased by 34.2%.

The results of this program are expected to be applied and utilized by participants as the knowledge that can improve competence, especially in selling skills. This program indicator is measurable with evidence of the assessment results before and after the training..

5. References

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