

## ABSTRACT

### **Developing Recruitment Criteria for Sales Profession to Improve Sales Competency**

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Every organization has a goal to reach. The same as company's goal which want to get something had been planned before. Environment always changes and develops; it demands company to adapt itself with the changing happened. The employee problems like turnover could affect the company, because of the turnover, forces the company to fulfill the number of employee by recruitment.

PT. Prima Surabaya is one of the banking agency which sells banking product. In selling the banking product the agency needs sales. One cause of the turnover in PT. Prima Surabaya is that the sales couldn't achieve the selling target given to them. Because of the phenomenon, the purpose of this research is developing criteria as the company want to, and in order to improve sales competency in PT. Prima Surabaya. The finding of the criteria and apply it in the recruitment hopefully will increase sales competency and the selling target.

Ways used to know sales criteria are identifying the education background, intellectual and social potency supporting sales profession the company wants. This research uses descriptive-quantitative method and case study approach to answer the employee problems. Data collecting method using the document, literature research, Focus Group Discussion (FGD) and survey. The survey done by questionnaire and interview. The syntheses of four resources produce tentative sales recruitment criteria. And then the tentative criteria evaluated by the company leader for getting the final criteria as followed.

Sales recruitment criteria of PT. Prima Surabaya are: minimum senior high school or equivalent, have work experience and or minimum have organization experience, have interesting performance and or interesting voice, have good analyses, agree to work using target system, communicative, broadminded, willing to work, good personal relationship, good emotion control, have own motor cycle for sales who often meet the customer, English minimum passive.

**Keywords:** Recruitment criteria, sales competency

