

PRODUCT SALES STRATEGY PT ASURANSI JIWASRAYA BRANCH MEDAN UTARA

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Abstract—Sales are integrated activities to develop strategic plans that are directed at efforts to satisfy the needs and desires of buyers / consumers, in order to get sales that generate profits or profits. Sales are also one of the sources of income for a person or a company that conducts buy and sell transactions in a company if the greater the income obtained by a person or company. Insurance as an agreement where the party that guarantees promises to the guaranteed party, to receive a number of premiums as a substitute for losses, which may be suffered by the guaranteed, because of the consequences of an event that is not yet clear.

PT Asuransi Jiwasraya 1859 is a business entity engaged in insurance services and is an insurance company owned by Indonesian policyholders and operated for the benefit of its policyholders. One of the sales strategies implemented by PT Asuransi Jiwasraya is Prospecting, Scoping, Approach, Fact Finding, Providing Solutions, Presentations, Closing, Underwriting, Submission of Policy, Services. With the existence of a sales strategy so that the company can benefit and be able to survive and develop.

The sales strategy provided by PT Asuransi Jiwasraya (Persero) Medan Utara Branch Office, namely: Direct Selling, Sponsorship, Repeat Business, Personal Selling. Ten steps of sales owned by PT Asuransi Jiwasraya, namely: Prospecting, Scoping, Approach, Fact Finding, Providing Solutions, Presentation, Closing, Underwriting, Submission of Policy, Services. The superior products possessed by PT Asuransi Jiwasraya are JS Prestasi, JS Siharta and JS Optima 7.

Keywords—Product Sales Strategy, Insurance

I. INTRODUCTION

The success of a company is generally considered successful or not seen from its ability to earn profits. With profits obtained, the company will be able to develop various activities to increase the amount of assets and capital and can develop and expand its business fields.

To achieve this goal, the company relies on its activities in the form of sales. The greater the sales

volume, the greater the profit the company will get. Companies in general have three main objectives, namely achieving sales volume, earning sustainable profits (profit) and showing company growth (growth).

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Therefore, in order for the creation of a sale, several sales strategies that have been arranged systematically can be arranged that can regulate the smooth sales. This sales strategy occurs by making sales plans in advance based on market estimates for the future period. After making a plan, the sales strategy will be carried out based on the Offer (bid) and Bid (customer request) and will be continued with ways of payment made in accordance with the agreement between the company and the customer.

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II. FORMULATION OF THE PROBLEM

Based on the background above, the formulation of the problem is How is the Product Sales Strategy at PT Asuransi Jiwasraya North Medan Branch?

A. Aim

The purpose of this paper is to find out insurance product sales strategies at PT Asuransi Jiwasraya North Medan Branch.

B. Definition of Strategy

According to Swastha (2015: 89-90) strategy is a large design that describes how a company must operate to achieve its objectives. Strategies are arranged regarding a concept, such as the speed of delivery or speed of introducing a product to the market. Companies can gain greater market share if they can reduce competitors by opening new channels, offering more perfect products and using new advertising methods.

According to KBBI (2008: 1340) in a scientific journal, a strategy is a careful plan regarding activities to achieve specific goals.

C. Definition of Sales

According to Swastha (2015: 8) Selling is the science and art of personal influence that is done by salespeople to invite other people to be willing to buy goods / services offered.

According to Sangadji (2016: 31) Selling can be said as a science because it has fulfilled scientific requirements, namely having an object, arranged systematically, having an inquiry method and being objective.

D. Stage - Stage of Sales

According to Sweden (2015: 121-122) the stages of sales that need to be taken by the seller include:

1) Preparation Before Sales

The first stage in face-to-face sales is to make preparations before making a sale. The activity carried out is to prepare salespeople by giving an understanding of the goods they sell, the markets that are targeted by the sales techniques that must be done.

2) Determining the Location of Potential Buyers

Using data from past and present buyers, sellers can determine the characteristics of potential buyers or potential buyers. Therefore, in the second stage, the location of the market segment is determined. From this location you can make a list of people or companies that logically represent potential buyers of the products offered.

3) Preliminary Approach

Before making a sale, the seller must learn all the problems about the individual or company that can be expected as buyers. In addition, it is also necessary to know what products or brands they are using and how they are reacted.

4) Selling

Sales made start from an effort to attract the attention of prospective customers, then try to find out their attraction or interest. If their interest can be followed by the emergence of the desire to buy, then the seller just realizes the sale of the product.

5) After Sales Service

Usually this activity is carried out for the sale of industrial goods such as installations or durable consumer goods such as cabinets, televisions and so on. Some of the services provided by the seller after the sale are carried out including:

- Giving a guarantee
- Provision of repair services
- Operational training and how to use it
- Delivery of goods to the house

E. Definition of Sales Strategy

According to Sangadji (2016: 51) the sales strategy is a process that can provide an effect on increasing sales. Usually an attractive sales strategy makes consumers more interested compared to the monotonous way that people are used to.

According to Sangadji (2016: 38-39) there are many well-known sales strategies, namely as follows:

1) Segmenting

Market segmentation is an activity to divide or classify heterogeneous markets into a homogeneous market or have similarities in terms of interests, purchasing power, geography, buying behavior and lifestyle.

2) Targeting

The targeting strategy must be based on the competitive advantage of the company concerned. Competitive advantage is a way to measure whether the company has sufficient strength and expertise to master the selected market segments so as to provide value to consumers.

3) Positioning

Positioning about how a product is distinguished from competing products in the eyes of consumers. This includes brand image, promised benefits, and competitive advantage. This is the reason why consumers choose the product of a company and not a competitor's product.

F. Personal Selling

According to Priansa (2017: 221) personal selling is a communication activity between the sales person or the consumer itself. Because dealing directly with potential consumers, personal selling has advantages compared to other promotional tools, including product information can be delivered to consumers in a more complete and comprehensive manner.

G. Techniques Personal Selling

According to Priansa (2017: 229-232) personal selling techniques consist of a number of steps as follows:

1) Selecting Prospective Customers (Selecting potential costers)

Some companies do this first so that the sales person is able to use their valuable time to do their best, namely

selling. The company first selects prospective customers by contacting their level of interest and financial ability. Hot prospects will be delegated directly to the sales person in the field, while for warm prospect delegated to telemarketing to be followed up again.

2) Studying Prospective Consumers (Studying potential costumers)

Sales people need to learn all about prospects (needs, consumer characteristics, consumer lifestyles.) If the prospect is a company, we need to study the buying process, the purchasing structure, the purchasing decision maker, whether the purchasing department is centralized purchasing or desentralizing purchasing. the terms and process of the purchase that is pleasing to who, when, where, how, and why, in order to manage the strategy and get sales.

3) Approaches (approaches)

This is a personal selling process, where sales people meet and greet consumers to get a relationship or start a good start. This step involves the appearance of a sales person, interesting opening words, and further explanations.

4) Presentations and demonstrations

This is a personal selling process, namely the sales person tells the history of the product to consumers by explaining features, advantages, benefits and value. Features describe the characteristics of the products offered. Advantages describes how features provide benefits to consumers. Benefits describe economic, technical, service and social benefits, the price value that must be paid. Sales people usually spend the longest time describing features.

5) Overcoming Objection (overcoming objection)

This is a personal selling process, namely the sales person investigates, clarifies and overcomes the objections of consumers to buy. In overcoming objections, the sales person must use a positive approach, explore hidden objections, ask consumers to explain objections, use objections as an opportunity to provide more information, and change objections to the reason for buying.

6) Closing Sales (closing)

This is a personal selling process by means of a sales person asking what consumers will order. After overcoming the prospect's objections, the sales person can try to cover the sale. Sales people must know the signs of closure from consumers, including physical movements, comments or questions.

7) Follow-up after sales and maintenance (follow-up and maintenance)

Follow-up and maintenance is needed to provide customer satisfaction so that it is able to sustain the company's business sustainably after the sale has occurred, the sales person must pay attention to and

ensure the delivery schedule well and on time, the required purchase conditions including warranty provided, as well as matters the other important thing that must be informed to consumers after delivery, the sales person must make a follow-up schedule to ensure installation of usage, instructions and detecting problems so that consumers are increasingly convinced of sales person skills and satisfying their needs.

H. Definition of Insurance

According to Echols and Syadilly in Waldi's book (2016: 8) The term insurance comes from English, insurance, which means insurance. In Dutch, asurantie, which in Dutch law is called verzekering which means coverage, which then raises the term assuradeur which means the insurer, while greassureerde means the insured. The term assurantie actually comes from Latin, namely Assecurare which means convincing people. The definition of insurance in Indonesia has been stipulated in Law No. 2 of 1992 concerning Insurance Business as Article 1 paragraph (1):

"Insurance or Coverage is an agreement between two or more parties with which the insurer binds itself to the insured, by accepting insurance premiums, to provide compensation to the insured due to loss, damage or loss of expected benefits or legal responsibility to third parties that might be suffered the insured, which arises from an uncertain event, or to provide a payment based on the death or life of someone insured."

Insurance as an agreement where the party that guarantees promises to the guaranteed party, to receive a number of premiums as a substitute for losses, which may be suffered by the guaranteed, because of the consequences of an event that is not yet clear. (Prodjodikoro in Nopriansyah 2016: 9)

According to Nopriansyah (2016: 10) of the two definitions of insurance in the two laws it can be concluded that:

1. The first party, namely the insured transfers the burden or risk to the guarantor.
2. The first party, requires to pay the premium in accordance with the existing agreement.
3. The second party, namely the insurer, manages the premium to finance the risks that occur to the insured.
4. Both parties benefit from this agreement.

According to Darmawi in the book Nopriansyah (2016: 10) there are several points of view regarding the notion of insurance, namely the economic point of view, legal point of view, social perspective, and mathematical point of view.

a) Insurance from an economic perspective.

Insurance is a method to reduce risk by moving and combining uncertainty about financial losses.

b) Insurance from a legal point of view

Insurance is a contract (agreement) risk coverage between the insured and the insurer where the insurer promises to pay the loss suffered by the insured, while the insured is obliged to pay the premium agreed in the agreement.

c) Insurance from a social perspective

Insurance is an organization that accepts risk transfer and collects funds from its members to pay for losses that may occur in the future.

d) Insurance from a mathematical point of view.

Insurance is a mathematical application in calculating costs and risk coverage, probability law and statistical techniques to achieve predictable results.

III. SALES STRATEGY AT PT ASURANSI JIWASRAYA (PERSERO)

PT Asuransi Jiwasraya uses a sales strategy at the beginning of the period once quarterly (once three months). Then follow-up during the quarter. Sales strategy at PT Asuransi Jiwasraya by using

1. Direct Selling, namely by visiting customers directly. If there are potential customers, a mini gathering will be held. So all the customers will be collected in a room and served with food and there will be an introduction to other products.
2. Sponsorship that is by participating in small activities such as drawing events, coloring schools, so that souls are ready to become sponsors in assisting the event and can introduce the company's products to the community.
3. Repeat business that is for customers who have long joined in life insurance and have also benefited from insurance, therefore PT Asuransi Jiwasraya reintroduces other products to the public so that people can try again.
4. Personal selling by getting to know prospective customers who want to be prospected like, make an appointment with a prospective customer, make a proposal or offer to prospective customers and ask what products are needed by prospective customers, give SPAJ (Life Asuranasi Agreement) and fill in candidates customers honestly, then given to the operational section to be trampled further.

The ten sales steps at PT Asuransi Jiwasraya (persero) Medan Utara Branch Office are:

A. Prospecting

Prospecting is an important activity in sales, how to inform all about business to the community or technically conduct data collection using an inquiry or inquiry method. All data obtained through prospects will be reported periodically as a daily work report and poured in a form named KDP (prospect data card).

B. Scoping

Scoping prospective customers (prospecting) Is the process of identifying and determining the location of potential customers. Many methods of assessment are tried and their effectiveness depends on the type of agribusiness as well as the skills of the salesperson who runs it.

In general this method is divided into three broad categories:

a) Cold calls

This method is very productive for companies that do not apply it specifically, because the percentage law states that trial and error will at least attract interest from several prospective customers.

b) Selective exploration (cool calls)

Selective exploration is an effort to attract interest from people who you think are very likely to become customers. In general, it is more successful than trial and error. In order to be able to run this method, the salesperson must identify potential customers in a particular area. One way is by direct observation.

c) Directional assessment

A directional assessment or assessment based on trusted sources, is the only most productive method of assessment. Cool leads are potential customers whose needs for a product or service may already exist but may not.

While customers who we believe are in need of a particular product or service are referred to as information about the right prospective customers can be extracted from several sources, namely:

1. Advertising, is nonindividual communication, with a number of costs, through various media.
2. Personal selling is the interaction between individuals, meeting each other which is intended to create, improve, control, or maintain mutually beneficial exchange relationships with other parties.
3. Publicity is a number of information about a person, goods, or organization that is disseminated through the mass media without being charged directly, or without supervision from the sponsor.
4. Sales promotion is a marketing activity other than personal selling, advertising and publicity that drives consumer purchases.

C. Approach

To build personal relationships with prospect candidates or customers is something that must be done. The goal is none other than to get the trust of prospective customers.

D. Fact Finding

When you want to close insurance by providing the best solution for your prospect, then you must look for facts about your prospects. As for the things you should know during the fact finding process:

1. The customer will buy when the insurance he buys meets his needs.
2. The customer will buy when the insurance benefits purchased are greater than the money paid.

E. Providing solutions

The agent's activities to make visit appointments more robust as a platform to explore the facts of this activity can occur more than once.

F. Presentation

After knowing what complaints and products are right for eating the agent must put forward a product offering that is suitable for prospective customers. At this stage, the agent has entered the closing realm which is important for its existence.

G. Closure

Agent activities to get an agreement on the prospect of buying an insurance plan.

H. Underwriting

Risk screening activities so that the policy issuance process runs smoothly. The agent must fill in the SP / SKK with the correct underwriting procedure.

I. Submission of Policy

Agent activities to submit policies by explaining the rights and obligations of policyholders and obtaining approval for the insurance plan he bought.

J. Service

The activity of maintaining a good relationship with policy holders to obtain repeat business. Notify policyholders that our position (agent) in terms of company service procedures.

IV. TYPES OF INSURANCE AT PT ASURANSI JIWASRAYA

PT Asuransi Jiwasraya has several excellent products that are very much in demand by the public, namely:

A. JS Achievement

Each head of household must plan for their education needs for their sons and daughters starting from the cost of entering elementary, junior high, high school and university level up to the monthly tuition fees to prepare for the future of their beloved sons and daughters.

Product Benefits:

Payment of benefit stages when sons and daughters enter elementary, junior high, high school and university level:

1. Insurance money increases by 5% from the initial insurance money compounded annually.
2. Tuition fees are paid every month for 60 months.
3. Free periodic payment at the time of payment of benefits.

B. Js Plan Optima 7

Js Plan Optima 7 as an endowment insurance product with a 4 or 5 year insurance period with premium payments at the same time starting insurance coverage.

Product Benefits:

1. If the person lives up to the end of the insurance period, the cash value is paid in the amount of 100% accumulated premium development during the insurance period.
2. If the insured dies during the insurance period, the death insurance amount is paid 130% of the premium at the same time or which policy cash value is greater.

C. Js Siharta

Js Siharta is the right choice for every household head who plans the needs:

1. Preparation of funds for old age
2. Preparation of funds for the cost of education or child marriage.
3. Emergency funding needs.
4. Health care savings in old age.

Product Benefits:

1. The benefits of saving value are guaranteed for old age and others.
2. The benefits of family economic protection due to the death of the insured, illness or accident.
3. There is a definite cash value in a certain period if you need an emergency fund.
4. Protection of insurance funds increases every 5 years by 100% of the initial insurance money without any additional fees.
5. If the insured dies not because of an accident, it will be paid 100% insurance money plus cash value.
6. If the insured dies due to an accident, then 200% of insurance money will be paid plus cash value.
7. Total permanent disability protection due to accidents paid at 100% insurance money.

If the customer still has arrears and wants to stop, the customer must pay the arrears first. But if the customer

wants to stop after up to 5 years, then the customer should file a ransom to get the stage.

V. CONCLUSION

The conclusions that the author can make after doing the analysis and discussion are as follows:

1. The sales strategy provided by PT Asuransi Jiwasraya (Persero) Medan Utara Branch Office, namely: Direct Selling, Sponsorship, Repeat Business, Personal Selling.
2. Ten steps of sales owned by PT Asuransi Jiwasraya, namely: Prospecting, Scoping, Approach, Fact Finding, Solution Solutions, Presentation, Closing, Underwriting, Submission of Policy, Service.

3. Products of excellence possessed by PT Asuransi Jiwasraya namely Js Prestasi, JS Siharta and JS Optima 7.

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