

The Concept and Steps of Personal Selling

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Abstract -- Personal selling has long been recognized as the oldest and perhaps the most crucial component of the promotion mix. Personal selling can be defined as an oral presentation in a conversation with one or more potential buyer to ensure sales. Persuading customers to buy goods or services personally as a marketing process can be defined as personal selling. One of the most potent elements in the promotion mix is salesmanship, a term used to indicate activities of personal selling. There are some opinions expressed about the steps in the sales process on personal selling. This theory and reviewed studies from expert opinion suggested some of the steps being taken in personal selling. Some opinions from the experts are different from each other. On the other hand, some things must be done to achieve success regarding personal selling by salespeople.

Keyword: Personal Selling, Ensure Sales, Salespeople

I. INTRODUCTION

The personal selling approach used for sale should be a significant part of the marketing concept. To be able to identify the customer needs and assist them in making the best decision, the salesperson must be prepared about it even before the demands were met. The sales interview provides an opportunity for sellers to match with the behavior of customers and interact with them, which in line with the sales philosophy above [15]. While other researchers [8], indicated that adaptive sales are associated with sales force performance (as measured by their achievement of total sales).

Personal selling models presented that the salesperson acts as needs identifier and problem solvers. Consumer-oriented sales as the extent to which sellers learn the concept of marketing to try to help the customer to make decisions that will meet their needs [13]. Sales of consumer-oriented have these kinds of characteristics: Desire to help customers make purchasing decisions that satisfy them, helping customers in assessing products they chose, offering them in a way that will satisfy customers, avoid manipulative or deceptive strategy, and avoid high-pressure sales technique

The company must develop a culture to understand customer needs, encourage sales of consumer-oriented and valuing them basic philosophy in daily work, evaluate customer satisfaction in interacting with the seller, and enforce ethical behavior to salespeople who serve customers. Research shows that success in sales is related to provide information for a product, make comparisons between

products, recognizes the customer's perspective, agree with the perception of the customer, customer support, tension-free conditions, have more excellent knowledge of the customer, and believe in their abilities.

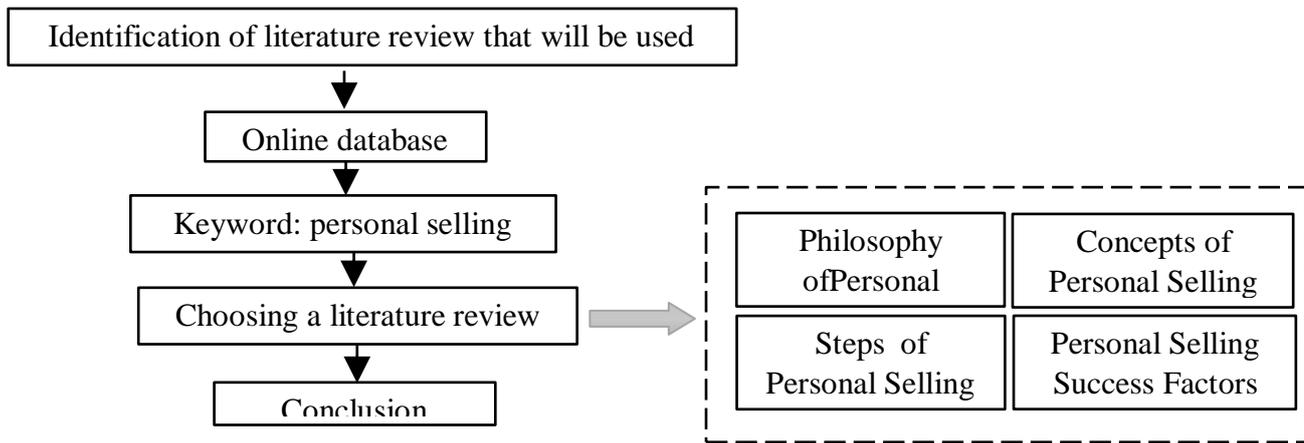
When developing the personal skills of selling, the seller must also understand the buyer's characteristic. Researcher [7] shows a number of crucial factors in the main characteristics of sellers who are customer oriented: mastering the company's products and markets that will be addressed, ability to solve problems, ability to understand and meet the needs of consumer, excellent communication skills, and capabilities to assist in ensuring fast and reliable delivery.

Personal selling plays an essential role in creating contact and direct interaction between the customer and the seller/manufacturer and to improve the productivity of the company. Personal selling becomes an essential method for privately contacting potential buyers and persuade them to buy the company's products. Through personal selling, salespeople will explain to their clients/customers how good are products/services they sell to meet their needs. They give clients the opportunity to make more questions about their services. Salespeople will inform new customers of products/services and explain to them the best way to utilize a particular product. Personal selling also helps to increase sales and expand markets by identifying new customers, retain existing customers, and persuade them to buy more of the company's products [2].

In a qualitative study, researchers looked at the literature and used it as evidence for the research purpose and major issues being studied. The literature review presented briefly to help to determine research questions. In qualitative research where theory is not necessary, especially with the inductive approach and qualitative research-verification, but data remain the focus of research in the field because it can help solve all the problems for future research.

II. METHOD

The objective of this study is to describe the theoretical aspects of personal selling which includes philosophy, basic concepts, steps, and the key to success in such activities. There are several criteria in the collection of this study, namely: using literature in the form of international journals and using the keywords "personal selling" in the search. The methods for a literature review is illustrated in the figure below:



III. RESULT AND DISCUSSION

A. Concepts of Personal Selling

The essential elements in a company's long-term success are customer satisfaction. The relationship between the company and customers is essential because there will be mutual benefits for both sides [12]. The salesperson must have the ability to enhance brand perceptions and attitudes the consumer through the services they provide [16].

According to [16] the success of a company depends on their sales team because they are the ones who interact directly with customers; therefore they have the most impact on sales. Thus, it is essential that the company hire a private salesperson with excellent communication and interactive skills. This is an essential aspect in shaping positive brand associations, improve customer quality perception, and thus increase their loyalty to the brand.

The critical role of private sales is to be able to persuade buyers that they need products/services, before closing the sale with reservation [15]. Personal selling has long been recognized as the oldest and perhaps an essential component of the promotion mixes. Personal selling can be defined as an oral presentation in a short conversation with one or more potential consumers to make sales goals (American Marketing Association). One most strong elements in a promotion mix are salesmanship, a term used to indicate the activity of personal selling to buy goods and services [4].

Personal selling is one of the oldest profession in the marketing world [9]. Personal selling is one of the elements of marketing communications. The main focus to create awareness about the existence of goods or services and also provide information the features products, availability, and prices, unlike advertising and sales promotion, personal selling individualistic designed to meet the specific needs from sales [4].

The impact of personal selling on the productivity of the company cannot be underestimated. Personal selling is the personal contact with one or more purchases. Personal selling help consolidates existing customers, to preserve and expand the volume of customer business is doing, and maintain buyer-seller relationships. This involves direct face-to-face contact and thus the only promotional tool that can encourage and take advantage of consumer reaction on-the-spot [2].

Personal selling is a personal communication that seeks to inform customers and persuade them to buy the product. In personal selling, there will be secure two-way communication. This makes the interactions between buyers and sellers an essential element of the marketing strategy, allowing for a relationship between consumer and seller [11].

B. Steps of Personal Selling

Personal Selling was first announced in the mid-19th century. The first person who pioneered personal selling is John Wanamaker (1965) in the United States. He is famous for his "service principle," which adopts a "Give best services and quality, then eventually the market will grow in front of your house." In 1884, Arthur E. Sheldon developed a service principle to "personal selling" and then officially became a "science of salesmanship." As a result, he was officially considered the first "pioneer" in the science of selling. Selling activity is a job that closely related to art. A seller must be able to meet positive individual qualities or personal values. The same opinion was expressed by Charles Schriber, which in essence that personal values will largely determine a person's future. Personal values determine that 85% and only 15% be determined by the vocational values (technical qualities).

In the 20th century, business progressed through many kinds of changes described as the beginning of the production era. The philosophy of sales is different in each era, resulting in evolution for such activities. One of the oldest and most accepted paradigms broadly within the discipline of personal selling referred to as Seven Steps. There are some opinions expressed about the steps in the sales process on personal selling:

Table 1. Step of Personal Selling

Figures	Steps of Personal Selling
Dubinsky, 1980	Prospecting, Pre-approach, Approach, Presentation, Overcoming Objections, Close, and Follow-up
Anyadighibe, <i>et al.</i> (2014)	Pre-sale Preparation, Prospecting/Qualifying, Approach, Presentation/Demonstration, Handling Objections, Sales Decision, After Sales Decision
Moncrief and Marshall (2004)	Prospecting and Assessing Quality, Pre-approach, Approach, Presentation, Overcoming Objections, Close The Sale, Follow-up
Fabian (2015)	Prospecting, Pre-approach, Identifying and Cross Questioning, Needs Assessment, Presentation, Meeting Objection, Gaining Commitment, Follow-up
Tanner, <i>et al.</i> 2009	Prospecting, Pre-approach, Approach, Needs Identification, Presentation-Demonstration, Overcoming Objections, Closing, Implementation/Follow-up.
Weitz, <i>et al.</i> (1998)	Prospecting, Planning The Sales Call, Presenting, responding to Objections, Obtaining Commitment, Building A Long-Term Relationship
Ariefsari (2010)	The Opening, Need And Problem Identification, The Presentation, And Demonstration, Dealing With Objections, Negotiation, Closing The Sale, Follow-up
Kotler and Gary (2008: 200)	Selecting and Assessing The Prospects, Pre-approach, Approach, Presentations, and Demonstrations, To Overcome Objections, Closing, Follow-up
Jamarillo and Marshall (2004)	Prospecting, Pre-approach, The Approach, The Sales Presentation, Overcoming Objection, Closing, Follow-up Service.

The main discussion of the theory in this study is about the steps in personal selling, which differ from each other. The explanation of each step in the study of literature is described below:

1. There are several processes/steps in personal selling [2], namely:
 - a. Pre-sale preparation. The first step is the selection, training, and motivation of the sales force. Sales personnel should know the company; product, market environment, become skilled in sales and inform well about a competitor's product and the level of competition. They also have to get acquainted with effective selling techniques and company policies
 - b. Prospecting/Qualifying. The second stage is to locate and identify the products that have the prospecting and the ability to make a purchase decision. For example, a child might be a prospect for toys, but qualified prospects are the parents who make a purchase decision.
 - c. Approach. After qualifying the prospective customer/qualification, salespeople have to approach customers with a courteous and dignified manner. He must make the customer feel that he is getting the attention it deserves from the seller. The salesperson should be very cautious in its approach as the first impression lasts long.
 - d. Presentation/Demonstration. At this stage, the sales force to get the attention of customers and serves to explain or explain product attributes and benefits. However, selling a product may require a demonstration to generate interest and convince

buyers to make a decision. A good demonstration often generates sales decisions by the prospect.

- e. Handling Objections. The seller must be able to articulate and can convince and persuade prospective buyers.
 - f. Sales Decision. At this stage, the prospective customer to decide whether to buy or not. However, the sales force can guide but not persuade buyers to make a decision. He must convince the customer that he has made the right choice if he/she chooses to buy. However, if salespeople close sales with the decision not to buy, the sales force remains to be polite and able to ask for a repeat visit on another day.
 - g. After Sales Decision. At this stage, the sales force to investigate if the customer is satisfied with the purchase. On the other hand, prospects do not buy now, are reviewed to increase sales may be on the next visit. This helps to make repeat sales, to identify additional prospects and to evaluate the effectiveness of salespeople
2. In his research suggests seven steps in personal selling [10], namely:
 - a. Prospecting and Assessing Quality. The first step in the process of selling is prospecting, which identifies qualified potential customers. One apparent reason for prospecting is to expand the customer base, which is essential because most of the sales organization lose customers every year. Traditionally, vendors are expected to find their prospects. Prospecting is an important part, and for many salespeople, this is the most difficult. Approaching the right potential subscribers is crucial to the success of selling. Salespeople must often be approaching potential customers to make a few sales transactions. They could ask for a reference to existing customers. They can build reference sources such as suppliers, dealers, salespeople are not competitors or bankers. They could be joined into organizations where potential customers become members or engage in activities that attract attention. They can find the names of the newspapers or a book of addresses and use the phone as well as a letter to hunt for potential customers. Alternatively, they can stop in various offices without notifying beforehand, a practice known as cold calling or visiting. Secretly, the seller also needs to know how to assess the quality of potential customers, namely by identifying potential customers a good and filter out the bad.
 - b. Pre-approach. Before visiting potential customers (prospects), the salesperson must learn as much as possible about the organization (what is needed, who is involved in the purchase) and buyers (characteristics and style them in buying). Salespeople must specify the purpose of visit (call objectives) are likely to assess the quality of potential customers, gather information, or make sales immediately. One other task is to decide the best approach, which may include personal visits, telephone contacts, or by mail. Best clocking should be considered carefully because many potential customers will be busiest at any given time.

- c. Approach. During the approach step, the salesperson should know how to meet and greet shoppers and make the relationship as a good start. This step involves the appearance, opening words, and follow-up talks. Can be followed by the opening of the critical questions to learn more about the various needs of customers or to show or sample exposure to attract the attention and curiosity of the buyer.
 - d. Presentation. During the presentation, the salesperson suggests the criteria of the product to the buyer, to show how the product will result in a profit or cost saving. Salesperson describes the product features but focusing on ways to show benefits to customers. By using the approach of satisfying the needs (need-satisfaction approach), salespeople start looking for customer wishes to encourage these customers to talk more. The qualities of the officer most disliked purchase inside salesperson include being urged, is not ready. The quality they are good value includes empathy, honesty, reliability, integrity, and smoothness. Sales presentations can be enhanced with demonstration tools such as booklets, blackboards play (flipcharts), slides, videotapes, diskettes video, product samples, and the most advanced tools can use the laptop.
 - e. Overcoming Objections. Objections can be broadly defined as customers' questions and doubts about the product or company. In the early days of sales, sales objections primarily seen as an obstacle that must be overcome seller to get the highest sales. Customers almost always rejected during the presentation or when asked to order. The problem may be logical or psychological, and often unspoken attitude of rejection. In dealing with rejection, power should use a positive approach, discover the hidden rejection and ask the buyer to explain any refusal, making the rejection as an opportunity to give more information and transform into reasons for the refusal to buy. Every salesperson needs training in skills to handle rejection. Close
 - f. Close the Sale. After handling rejection, sales reps are now beginning to try to close the sale. Salespeople must know how to recognize the signs for the closing of the transaction from the buyer, which includes physical actions comments and questions. For example, customers may sit leaning forward and nodded in agreement and asked the price and credit terms. Salespeople can use one of several closing techniques. They can ask for the order, reviewing the critical things in the agreement, offered to help write the order, asking if the buyer wants this model or that model, or let you know that the buyer will lose if you do not order now, then closing the sale can be made without disappointment of both parties (seller and buyer power). However, if the buyer is not interested and the rejection of all the deals that have been done, before closing the sale, the salesperson may be offered buyers particular reasons for the closing transaction such lower price or additional free products.
 - g. Follow-up. As mentioned earlier, the follow-up step is a relatively new addition to the steps of sale in which the seller does not assume a more wilt sales order. Instead, many works begin after the sale to ensure customers are happy with the products/services and that everything that was promised was delivered. The example often is given include thank-you letters to customers or follow up phone call to ensure customers the last step in the sales process is the follow-up, is required if the salesperson wants to assure the creation of customer satisfaction and repeat business. After the closing of the sale, the sales force must complete all the details about delivery time, terms of purchase, and other problems [9]. The salesperson then must schedule a follow-up contact when first received orders to ensure that the installation, instruction, and service is adequate. This visit will share every problem, convincing buyers about interest salespeople, and lower each customer concerns that may have arisen since the sale. Selling principles just described is oriented to the transaction (Transaction Oriented), the goal is to help salespeople to close certain sales to a customer.
 - h. However, in many cases, companies do not only pursue the sale but rather indicates that the company can serve customers in the long term through a mutually beneficial relationship. Most companies today trying to stay away from transaction marketing to emphasize only sales. Instead, they practiced relationship-based marketing (relationship marketing) which emphasizes maintaining profitable long-term relationships with customers by creating superior customer satisfaction.
3. Suggests steps in the sale [6], consisting of:
 - a. Prospecting. The first step is the determination of the potential buyer, which involves identifying and qualifying to decide whether a potential customer has a need for the product, able to buy the products, and accept the sale.
 - b. Pre-approach. The second step is information gathering activities to learn about their prospective clients. Then, based on this study, sellers plan their presentations. As part of their plan, they have to decide where and on how they will approach the buyer and the type of questions to ask.
 - c. Identifying and Cross Questioning. The third step is the approach in which salespeople meet buyers, introduced himself, engaged in small talk and, most importantly, get a deal from the buyer to forward them to the needs assessment.
 - d. Need Assessment. During the fourth step, which is identified as "needs assessment," the seller must discover, clarify and understand the needs of the buyer. Sellers use different questions to encourage buyers to express their needs.
 - e. Presentation. Presentation of a product or service and its features and benefits is the next step. The general objective of salespeople is to convince their customers that their company's products and services will meet the needs of customers better than the competition. Today many salespeople use computers to help them make effective presentations.
 - f. Meeting Objection. The sixth step is handling buyer objections. Buyers often questioned the price or value

- of the product, or they may not believe that the product will improve their operations. The seller should be able to overcome this objection.
- g. Gaining Commitment. In the seventh step, the seller should ask the buyer to take some action that will move the buyer close to the sale. Often it takes several calls before the buyer is ready to commit to the sale.
 - h. Follow-up. The final step of the process of personal selling is the follow-up, which takes place after the purchase. Given that today's sales are consistent with the concept of relationship marketing, follow-up is arguably the most critical step. To effectively build relationships, the seller must ensure customer satisfaction by following through with value-added services after the sale.
4. Describes the sales techniques that consist of [3]:
- a. The Opening. The initial impression in the sale is significant for a favorable initial response. Most buyers expect sellers to be straightforward in appearance and behavior. Sellers must open with a smile, a handshake, and in situations where they are not known to the buyer, introduce themselves and the companies they represent. Opening becomes essential to set the tone for sales. The seller must demonstrate to buyers that they are not going to waste time. This can result in a close relationship with buyers, but sellers should be aware of their reasons for being there and not excessively diverted from talking business.
 - b. Need and Problem Identification. Most salespeople have a variety of products for sale. In any case, the first seller to find problems and needs of customers. It gives an opportunity to offer a solution to the problem by the wrong way one product company. In order to encourage buyers to discuss their needs, salespeople tend to use questions that are 'open' rather than 'closed.' Salespeople should avoid making a sales presentation without finding know the needs of their customers.
 - c. The Presentation and Demonstration. After the problems and needs of the buyer has been identified, the presentation is the next step that must be done. After identifying the needs and problems of the buyer, the presentation provides an opportunity for the salesperson to convince the buyer that they can provide solutions to the needs of the consumer. Success key for this task is to recognize that the buyer will get the benefits of the features of the products offered.
 - d. Dealing with Objections. Objection or rejection will appear in some cases after the presentation of the product is done. Some objections are an expression of confusion, doubt or disagreement with statements or information presented by the seller; the objection should not always be viewed with dismay by the seller. Many objections only expression shown by the purchaser. When the buyer asks for further information because they are interested in what the seller said or trap buyer has not yet convinced. Salesperson's task is to provide complete information. For a salesperson to should be able to ignore the emotional aspects when dealing with the objections of the buyer.
- e. Negotiation. In some sales situations, salespeople have a degree of discretion concerning sales. Negotiations can be entered into the sales process. Sellers may negotiate the price, terms, delivery time and other aspects of commercial transactions. The agreement arrived at will depend on the negotiation skills of each party.
 - f. Closing the Sale. Some salespeople believe that an effective presentation should direct buyer-seller to want products without the need to close the sale. Expectations salesperson is that if the buyer does not postpone the purchase until the other day. Closing the sale is to ask the buyer to say yes or no. The most important point is not to be afraid to close the sale. Accept the fact that some buyers will respond negatively, but be sure that they understand the products.
 - g. Follow-up. This late stage in the sales process is needed to ensure that customers are satisfied with the purchase and there are no problems with factors such as delivery, installation, use of the product. Most business firms said the hallmark of success played a significant role by showing that the salesperson really cares about the customer and not just interested in making sales. Technology has changed the way of follow-up made and done with phone calls and even emails.
5. The sales process consists of several steps that must be mastered by the workforce is as follows [9]:
- a. Selecting and Assessing the Prospects. The first step is to identify qualified potential customers. Approach to potential customers is indispensable because of the way to encourage the sale of the company
 - b. Pre-approach. Before visiting potential customers, salespeople need to learn a lot about a prospective customer before a sales calls. Salespeople can tap potential customers by collecting information, the data and other things. Also, salespeople must set goals that visit to assess the prospects for or gather information. Another task is to decide the best approach, which could be a personal visit telephone call or letter. Determination of the best time should also be considered because many potential customers are very busy at certain times. The last salesperson should also think of a sales strategy for your account.
 - c. Approach. The salesperson must also know how to meet and greet shoppers and started a relationship with both. This step requires the appearance of a good salesperson, the opening line, and notes for follow-up. The opening was followed by some key questions to learn more about the needs of customers or by showing the views or sample to draw the attention and curiosity of the buyer. As in all steps of the sales process, listen to the customer is essential.
 - d. Presentations and Demonstrations. During presents step in the sales process, the salesperson tells the story of the product to potential buyers, presents the product benefits for customers and show how the product is resolving customer issues.

- e. Overcome Objections. Customer almost always raises objections during the presentation or when asked to place the order. In overcoming objections, the salesperson must use a positive approach, looking for the hidden object, ask the buyer to clarify all the objections, considers objections as an opportunity to provide more information and change the mind becomes a reason to buy. All salespeople require skills training to overcome objections.
 - f. Closing. After overcoming objections to prospective customers, then salespeople close sales. Salespeople can use closing techniques. They can ask for the order, reviewing the points of agreement, offered to help write the order. Salespeople can also offer a special to the buyer to cover, such as lower prices or additional facility at no additional cost
 - g. Follow-up. The final step in the sales process is the follow-up to the customer if they want to ensure customer satisfaction and repeat business. After closing the sale, the salesperson must complete the various details about the delivery time, terms of purchase, the power required to complete numerous details about the delivery time, purchase requirements and other issues. Salespeople also need to schedule a follow-up visit when the order is received, ensuring the installation, instruction, and service are right. This visit will reveal many problems, make sure buyers of the sales force, and reduce buyer concerns that may arise from the sale.
6. Sales measures consisting of [8]:
- a. Prospecting is the stage where employees identify a customer or potential customer.
 - b. Pre-approach is the stage at which employees start to work actively to obtain more detailed information about customers or potential customers.
 - c. The Approach is the stage where employees approach them directly with consumers or customers.
 - d. The Sales Presentation is the stage where employees presented products or services directly to consumers or customers.
 - e. Overcoming Objection is the stage where the employee indicates, provide or perform simulations to consumers or customers for your product or service objectively.
 - f. Closing is the stage where employees ask consumers or customers to make decisions to buy products or services.
 - g. Follow-up Service is the stage where employees build/establish relationships with consumers or customers after the purchase of products or services.

Personal Selling Success Factors

Many factors can be used to measure the level of success in personal selling program. Success factors in personal selling can be measured by [8]:

- a. Prospecting is the stage where employees identify a customer or potential customer. How or indicators that can be used in the prospecting stage is:
 1. See, hear, and look for evidence of prospects (potential customers) good
 2. prospect of potential customers directly without an appointment with the consumer's
 3. prospect of prospect/ customers via email.
 4. The prospect of potential customers/consumers over the phone.
 5. Using a sales specialist beginner to prospect potential customers over the phone.
 6. In response to phone or email questions from potential customers obtained from the company, the ad campaign, or others.
 7. Develop and provide knowledge on consumers or customers who can influence people (buyers) else.
 8. Check out the directory, a list of membership/customer, phonebook, corporate data, and other written documents.
 9. Organize or participate in public seminars, events sales companies, and others.
 10. Ask current customers are the names of other potential prospects.
 11. Finding/get new potential customers through existing customers to prospect by phone, mail or personal approach.
 12. Ask your friends and contacts on specific community names of potential customers.
 13. Finding the names of potential customers through the sales force outside the banking industry.
 14. Finding the names of potential customers through specific community groups, service clubs, other organizations, and others.
 15. To inform potential customers by mail that you will soon reach him.
 16. Using social relationships, communities, and professionals to develop contacts, which will lead to a sales relationship
- b. Pre-approach is the stage at which employees start to work actively to obtain more detailed information about customers or potential customers. How or indicators that can be used in the stage of pre-approach are:
 1. Obtain information about potential consumers from current customers, local newspapers, or from the prospect himself before making the sales interview.
 2. With friends or customers when contacting potential customers to arrange the sales interview.
 3. Contact potential consumers directly by mail or telephone to arrange an interview sale
- c. The approach is the stage where employees approach them directly with consumers or customers. How or indicators that can be used in the stage of the approach are:
 1. Opening the sales interview with a compliment or a question to get the attention and interest of potential customers.
 2. Inform the potential benefits when using the products/services sold to raise the curiosity and interest of potential new customers
 3. Open with a statement about yourself, your company name, or the name of the person you are looking for.
 4. Open with dramatic effects such as engineering surprising/interesting, proficiency in a presentation, or a gift for getting the attention and interest of potential new customers.
- d. The sales presentation is the stage where employees presented product or services directly to consumers or

customers. How or indicators that can be used in the stage of the sales presentation is:

1. Asking questions during a sales presentation to build an understanding of the prospect
 2. Make sales presentations customized or explicitly tailored to each prospect
 3. Using a printout, diagram or other means of demonstrating a product or service and strengthening the sales presentation.
 4. Talks focus on the sales of products or services and benefits offered
 5. Using words that are short, non-technical sales presentations.
 6. Change a bit the way a sales presentation for each candidate or new customer
 7. product Comparing product or service companies with products or services of competitors.
 8. Focus sales talk (identify) the needs of prospective customers, using probing questions when necessary.
 9. Emphasizing the point of sales using the usual dramatic effort.
 10. Using the same sales presentation on all potential new customers.
- e. Overcoming objection is the stage where the employee indicates, provide or perform simulations to consumers or customers for your product or service objectively. How or indicators that can be used in the stage of Overcoming objection are:
1. providing a specific response to the right questions (core) filed by prospective new customers
 2. Avoiding or delaying the answer directly, or passively accept the objection without debate of new potential customers.
 3. Receive mind, however, offset or minimize a product demonstration/support services, testimonials, comparisons, or other compensation from the products/services sold.
 4. Directly or indirectly, or through the demonstration (which is not entirely accurate).
 5. Indicate the prospects of two or more products and for the future of a product, and if prospective customers refuse salesperson replace it with other products or services that
 6. convert new prospects a reason to not buy into another reason to buy.
- f. Closing is the stage where employees ask consumers or customers to make decisions to buy products or services. How or indicators that can be used in the closing Steps are:
1. Request orders directly to potential customers must give benefits (if appropriate).
 2. Considers new prospect is ready to buy and ask questions to write sales.
 3. Clarify the product to demonstrate what benefits, as well as a comparison, or the testimony of satisfied customers
 4. Increase emotion prospect or create a sense it is important to purchase products or services to potential new customers
 5. Request approval to the small decisions related to the purchase, leading to a significant purchase decision.

6. Prospecting new customers who are ready to buy a product with a definite reason, so that the seller can remove barriers that may occur.
 7. Do not do/say anything and let potential customers make decisions
- g. Follow-up service is the stage where employees build/establish relationships with consumers or customers after the purchase of products or services. How or indicators that can be used during the follow-up service is:
1. When a policy is delivered, make sure that it is in order to increase customer satisfaction, answering customer questions if needed
 2. Periodically check/call customers to ensure that customers are satisfied with their purchase
 3. Striving to build back or maintain customer confidence in their purchase decision-making
 4. Procedures Explain billing companies and interpreting company policies and practices
 5. Sending a letter of thanks and appreciation to customers.

IV. CONCLUSION

In personal selling, the direct interaction will occur between the buyer and the seller. This activity will occur when both the buyer and seller engage in conversations about particular products or services that are about to be sold/bought. A conversation with a potential buyer or buyers to ensure prospective buyers decided to buy items discussed earlier. Personal selling is face-to-face interaction with one or more potential buyers intending to making presentations, answering questions, and obtain reservations. There are three special features about personal selling: a) personal confrontation where personal sales include the direct and interactive relationship between two or more people where each party can observe the reactions of others more closely. b) Indonesia Economic relations, i.e., personal selling allows the emergence of different types of relationships ranging from sales relationships to relations of friendship and c) response, as personal sales make shoppers feel an obligation to listen to the salesperson talks. In this theory, we also reviewed studies on expert opinion and suggested some of the steps being taken in personal selling. Some opinions from the experts are different from each other. On the other hand, some things must be done to achieve success concerning personal selling by salespeople.

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