

ABSTRACT

Personal Selling represent most important promotion appliance and most aplicable in car audio product selling, usually prospect (buyer candidate) will consider ripely and beware before finally set mind to buy. Salesperson can persuade, influencing and instructing consumer by conducting interesting presentation to give information about product, benefit, attribute, and its use.

Research objective are to describe execution of Personal Selling conducted by Indra Auto Accessories and how Personal Selling to increase sales volume at Indra Auto Accessories inPurwokerto.

Method Research used is survey method. Primary data collected to through interview and questionare, secondary data obtained to through company selling report. Sampel are 84 monthly selling. Statistic technics used are Pearson correlation, t test, and determinat coeficient.

Personal Selling have has according to theory and systematically, started with preparation of approach and finalised with maintenance and follow-up. Responder given positive comments referring to execution of personal of selling by Indra Auto Accessories. Auto accessories selling basically increase, but its growth tend to go down, shows sale every year unstable. Relationbetween personal selling and sales volume equal to 0,529 significant. Sale volume influenced by personal selling equal to 27,98%, while the rest equal to 72,02% is influence of factor besides the personal of selling.

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