

**The Attempt to Enhance Salesman's Persuasion Skill
by Neuro Linguistic Programming (NLP) Training
(An Empiric Study in Company X in Jakarta)**

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Abstract

The aim of this research is to comprehend the enhancement of salesman's persuasion skill by Neuro Linguistic Programming (NLP) training. This research was held in Company X in Jakarta with 5 salesmen as the participants. The design used in this research is experimental study with one group pretest–posttest and using Wilcoxon Signed-ranks test as the statistical measurement. The result showed that there is a significant increase of persuasion after the NLP training. The T value is 0, $p < 0,05$.

Keywords: Persuasion Skill, NLP training, Salesman, Pre-test dan Post-test.