

ABSTRACT

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Difference the result of salesman with sales technique oriented and problem solving oriented. (Agoes Dariyo, M.Si., Psi.). Bachelor degree in psychology, Tarumanagara University (49 pages, P1-P3, L1-L31).

This thesis is made to found out the difference the result of salesman with selling style, which effective selling technique to maximize the performance according to Blake and Mouton (1970), which is sales technique oriented dan problem solving oriented. Selling technique is an attitude that come from habits and behaviors that shows when a salesman sells his products. The selling technique that salesman has can effect his/her performace. The datas are base on the salesman who serve in KPR and MGM areas in Indonesia local bank. In order to identify the selling technique writter use quisionaire as her tool. In purpose to process and analize, this study is using difference test design of non eksperimental quantitative method and analyzing with Mann-Whitney Test. The result of this processing show that have significant difference between two selling style, which is $Z = -3.296$, $\text{sig}(p) = 0.001 < 0.05$.

Keyword : Sales Technique Oriented, Problem Solving Oriented, Kinerja.