

With You: Personal Sales Strategy Make Up Y.O.U

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ABSTRACT: The aim of this research is to find out and explain the personal sales strategy carried out by Y.O.U Make Up Brand. This research uses a simple research design method with triangulation theory. Simple qualitative research can still be prepared without having to carry out long-winded discussions but can still be accounted for (Rofiah & Bungin, 2021). This research will be carried out by ANDA makeup distributor at Bravo Supermarket, Jombang Regency. To obtain data, researchers used the following techniques: 1. In-depth Interview Technique; 2. Direct Observation Technique; 3. Documentation Techniques. Source triangulation and theory triangulation are two types of triangulation used. The data analysis used is the Manual Data Analysis Procedure (MDAP) by (Rofiah, 2022). In this research, it was found that the personal sales strategy carried out by YOU Cosmetics was through the following activities: 1. Professionalism; 2. Trust, confidence, belief and knowledge; 3. Commitment, 4. Negotiation. It is hoped that the results of this research can deepen knowledge in the field of marketing and sales as well as provide one of the provisions and theories obtained during lectures to be applied in real life. As additional knowledge regarding Personal Selling Make Up Brand Y.O.U. and it is hoped that it can become a reference for cosmetic/skincare companies, especially those related to the Personal Selling Y.O.U Make Up brand in the future.

KEYWORDS: Personal selling; Promotion, Personal selling strategy; Personal Branding

I. INTRODUCTION

How to sell personal selling is the oldest and most important way. This method is unique, not easy to be repeated, can create two ways of communication between ideas different between sellers and buyers (Echchakoui, 2020). This method is the only way sales promotions that can arouse buyers' hearts immediately, and on It is also hoped that consumers can make decisions at that place and time to buy. Promotion is one of the marketing activities trying to persuade, influence, and provide information so that willing to buy, accept and be loyal to products and services given (Guenzi & Nijssen, 2021). Personal selling is communication with using face to face while other promotional mixes are more personal mass and non-individual. Personal selling is the right way to implemented by the company considering personal selling uses direct communication that allows for two-way communication between salespeople and potential consumers so that sellers must be active visiting potential consumers to offer products(Rangarajan et al., 2020). Personal application selling is expected to introduce consumers more about company products and the benefits that exist in products and services, so will increase sales offered by the company (Zoltners et al., 2021). Of the many brands, Y.O.U is one of the local lines which is not to be missed. Derived from the abbreviation Youthful, Outstanding, and Unique Y.O.U which will focus its products as cosmetics long-lasting without the need for retouch for its users. So that's it will inspire to present a product innovation cosmetics with long-lasting formulas but at affordable prices. Y.O.U the inauguration event took place at Kelapa Gading Mall, North Jakarta. Y.O.U cosmetic is a container that provides various products The most complete and trusted beauty products from various brands for meet the needs of various types of products such as lipsticks with various choices of many colors starting from three variants for lips such as lipstick to lip cream, mascara made from fiber, eyeshadow palette, eyebrow, eyeliner, foundation, even BB Cushion. lack of deep personal selling strategy increase sales, personal selling should be able to increase sale (Mattila et al., 2021). Personal selling carried out by the Make Up Brand Y.O.U as a tool used to introduce the products produced by the company to the community. Make Up Brand Y.O.U does sales through personal selling through salespeople, by offering in the form of Y.O.U Make Up Brand cosmetic products. It is important for companies to market their products with more emphasis in personal selling to explain directly to consumers (Anderson et al., 2020). The Y.O.U Make Up Brand has salespeople to market the product. Previously, he

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provided education and training first first to the sales force continuously so that they can do it sales effectively and efficiently (Mattila et al., 2021). That way, this training is useful so that sellers can influence potential consumers to take it buying decision. This is the reason researchers chose Brand Make Up Y.O.U as a research object because it emphasizes the personal lack of deep personal selling strategy increase sales, personal selling should be able to increase sale (Peterson et al., 2021). Personal selling carried out by the Make Up Brand Y.O.U as a tool used to introduce the products produced by the company to the community. Make Up Brand Y.O.U does sales through personal selling through salespeople, by offering in the form of Y.O.U Make Up Brand cosmetic products. It is important for companies to market their products with more emphasis in personal selling to explain directly to consumers. The Y.O.U Make Up Brand has salespeople to market the product (Rapp et al., 2020). Previously, he provided education and training first first to the sales force continuously so that they can do it sales effectively and efficiently. That way, this training is useful so that sellers can influence potential consumers to take it buying decision (Chaker et al., 2022). Research Objectives To find out and explain the personal selling strategy carried out by the Y.O.U Make Up Brand Benefits of research. Theoretical Benefits In the long term, the results of this research are expected to deepen knowledge knowledge in the field of marketing and sales and as one one of the provisions and theories obtained during lectures in their application in real life. As an addition to the knowledge related to Personal Selling Make Up Brand Y.O.U. and Practical Benefits It is hoped that the results of this research will serve as a reference for companies cosmetics/skincare especially in relation to Personal Selling Y.O.U Make Up brand in the future.

II. THEORITICAL REVIEW

Personal Selling

Personal selling is part of promotion which is a way to attract consumer interest and introduce consumers to products offered directly or face to face. Personal selling is one of the important marketing mix variables implemented by the company in offering its products. This promotion is verbal, both to consumers and potential buyers with the aim of creating a Purchase transaction so that Both parties benefit from the presence of humans as a means promotion (Alavi & Habel, 2021). This communication is carried out by both parties and It is interactive (two-way communication) the seller can directly receive responses as feedback regarding opinions and consumer desires. Definition of Personal Selling according to several experts: According to Waqas et al., (2023), Personal Selling is a relationship between two or more people face to face create reciprocal relationships in order to create, change, use, and foster communication relationships between producers with consumers. According to Sombultawee & Wattanatorn, (2022), personal selling is form of oral presentation with one or more potential buyers with purpose of making a Purchase. According to Weitz & Bradford, (1999), personal selling or sales Personal Is a person's persuasive communication individually to one or more prospective buyers with the intention of generating demand (sales).

Personal Selling Strategy

According to Paesbrugge et al., (2018); Firmansyah et al., (2019), with the concept and the applicable marketing strategy of personal selling can go wrong a mainstay strategy that provides an advantage for companies in several things: 1. Make it easier for companies to analyze the market accurately; 2. Make it easier for companies to map market potential; 3. Make it easier for companies to answer directly the diversity of market desires; 4. Define the problem in the field, as well as search for it the solution directly; 5. Make it easier for companies to get information about market reaction to products and services from competitors; 6. Build public perception, by creating standards service, for example in terms of friendliness, physical closeness, social awareness, performance and appearance; 7. Retain customers by communicating two-way with the initial goal of increasing sales.

Personal Branding

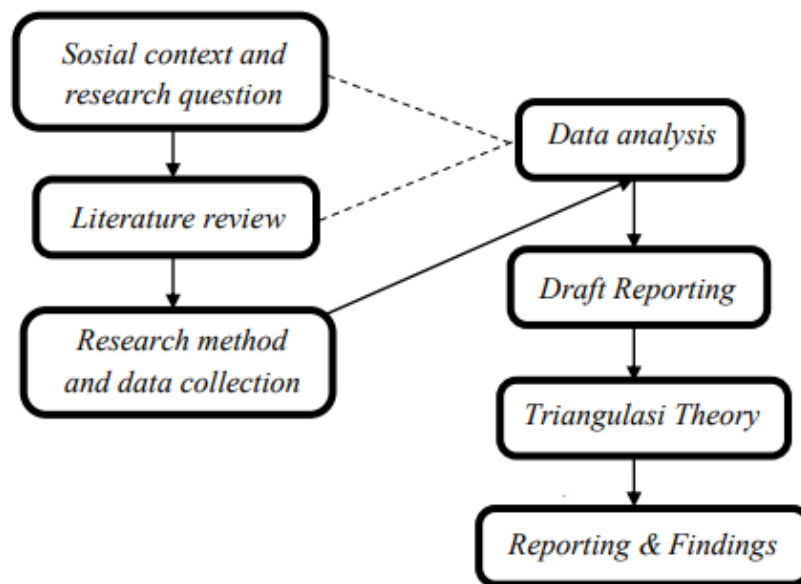
Personal branding activities require deep expertise choose what media is appropriate to convey the message (Khedher, 2014). A Personal branding will be successful if someone is able to combine it with media and message delivery strategies appropriate to describe ability, credibility and charisma. In several literatures, definitions of personal branding are found, namely (Labrecque et al., 2011): 1. A perception or emotion that is kept in good condition by yourself and not anyone else; 2. A reflection on who we are and what we are believe and express in what we do and how do we do it; 3. Influence how other people perceive you; 4. About other people seeing the value you have; 5. Creates a number of expectations and associations in the mind target audience; 6. An image of oneself that one desires within all activities carried out.

III. RESEARCH METHODS

This research uses Simple Research Design Methods With Triangulation Theory. Simple qualitative research can still be prepared without having to carry out long-winded discussions but can still be accounted for (Rofiah & Bungin, 2021). When modifying the

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model from a simple design to a simple design model with triangulation theory/simpleresearch design with triangulation theory. There are 7 main steps, namely the following is an explanation of these steps:

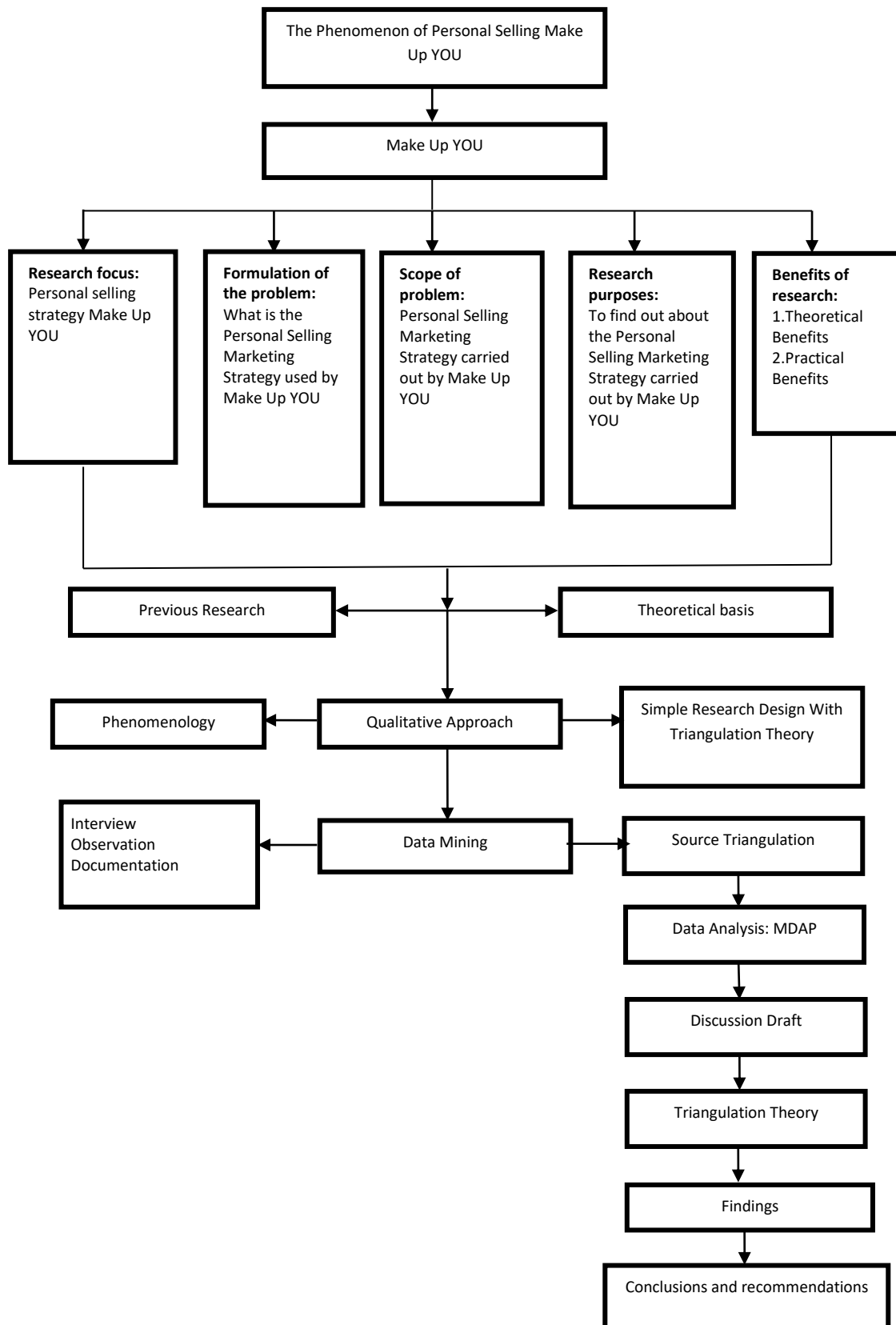


Source: Rofiah & Bungin, 2021

1. Select a social context and develop research questions.
2. Conduct a literature review, in which research questions about social context are answered based on the literature explored.
3. The literature review continues by exploring the research methods that will be used as well as using research methods to collect data in the field.
4. Researchers carry out data analysis in the field and use theory as a pen for data analysis.
5. Researchers prepare a draft report.
6. Researchers carry out theoretical triangulation.
7. Researchers report the results of their research while still including the findings that have been obtained in the field

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Research Line of Thought



Source: Researcher, (2023)

Research Locus

The research locus is the object and source of data from the place being researched so that the information obtained can provide accurate data and truth in research. This research will be carried out by YOU makeup distributor at Bravo Supermarket, Jombang Regency.

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Informants and Researcher Presence

At the beginning of March 2023, the researcher conducted pre-research as a trial to see the responses of the informants to the phenomena captured by the researcher, then in mid-April-June 2023 the researcher conducted in-depth interviews with the informants. The informants in this study are aged and different characters. This makes the results of the interviews varied and different from one another. The informant's profile is as follows:

- Mrs. Priska 28 years old, who has worked in the cosmetics or make up field for approximately 6 years.
- Mrs. Anita, 25 years old, has worked in the cosmetics sector for almost 4 years
- Mrs. Riri 25 years old, has worked in the cosmetics sector for almost 4 years.

The information that researchers got from informants was quite varied, but overall the answers were almost the same. The informants have experience regarding the personal selling strategy of Y.O.U cosmetics. To dig up the information the researcher needed, the researcher conducted in-dept interviews. Purposive snowball sampling was used in this research. Purposive sampling is an approach to sampling data sources with certain considerations (Sugiyono, 2009).

Data collection technique

To obtain data, researchers used the following techniques: 1. In-depth Interview Technique; 2. Direct Observation Technique; 3. Documentation Techniques

Triangulation

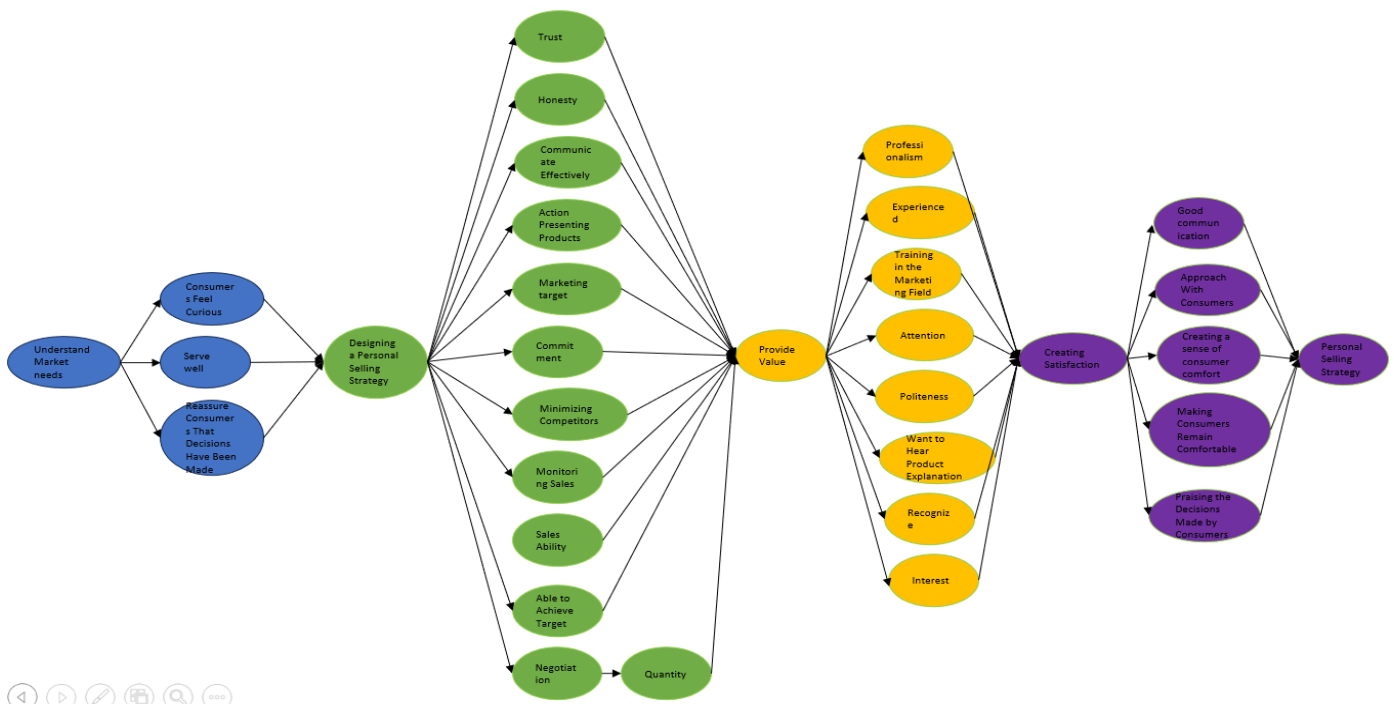
Source triangulation and theory triangulation are two types of triangulation used in this research

IV. DATA ANALYSIS TECHNIQUE

In this research, the data analysis used is the Manual Data Analysis Procedure (MDAP) by Rofiah (2023). According to Rofiah (2023), the proposed data analysis method is comprehensive and systematic but not rigid; providing a space that designs intuition and creativity as optimally and maximally as possible. This method makes researchers come out of their isolation and the analysis process is seen as a team activity rather than a purely individual process. The analysis process began immediately after the first interview and continued until the data saturation point had been reached. The analysis process consists of four parts:

- Thorough preparation of the coding process.
- Categorization process.
- The process of determining the theme.
- Proposition Formation Process.

V. RESULTS AND DISCUSSION



Source: Proposition Results of Researcher's MDAP Data Analysis

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When a company has to compete with other companies to obtain increased sales, the company must have a strategy to implement in selling the products it offers. Y.O.U cosmetics carries out a strategy to achieve increased sales by implementing a personal selling strategy, where the personal selling strategy is a face-to-face sale between the sales person and the consumer to explain the product being offered, as well as to provide an understanding of a product that the consumer will feel interested in. then will buy the product.

In this study, the informants used by researchers were employees who worked in the cosmetics sector. The personal selling strategy used by Y.O.U cosmetics in managing the company which the author describes from the field results is as follows:

Attention

The sales person convinces potential consumers that the sales person has something that will match the consumer's tastes. So that consumers can receive the sales person's arrival well, for example by smiling kindly, shaking hands warmly and having good communication. As explained by Mrs. Priska, she stated:

"We emphasize to our sales that attitude and communication are the main things, with good communication, politeness that will be seen and felt directly by consumers. And convincing consumers to be curious and interested and ultimately buy the product is the main thing. Because at that time there were very few people who welcomed the arrival of sales. Therefore, the company's sales must be able to master this. Before sales starts marketing, we hold training with more experienced colleagues to achieve our goals. So even though the company's marketing location is far away, the marketing knowledge brought by our sales can achieve the company's targets" (Mrs. Prisca, 2023)

This was reinforced by Mrs. Anita, she stated:

"Being a salesperson actually requires experience and marketing knowledge that must be mastered, because a salesperson is often well received by the public, the reason is usually because they don't want to feel complicated, they are not interested in the type of product being offered. Therefore, the first time you meet a potential customer, you must have a friendly attitude, smile and good communication. After potential consumers accept our arrival, we then explain the products we offer in terms of price, quality and benefits after becoming our agent, asking consumers' tastes in cosmetic products in the area. "Then based on the tastes of consumers in the area, sales must be able to create a situation and ensure that our product is a quality product and suitable for people's tastes." (Mrs. Anita, 2023)

Furthermore, Mrs. Riri also explained that:

"When I first started out, I went into the community myself to promote the product, when I went there, the community welcomed me. Therefore, the salesperson must have an attitude of attention given to consumers." (Mrs. Riri, 2023)

Interest

At this stage the sales process is carried out to attract consumers' attention so that consumers can find out their interest in the products being offered. For example, get to know consumers by communicating well, asking questions in a friendly manner and so on. As conveyed by Mrs. Priska, she stated:

"A salesperson must be able to approach consumers, asking consumers about what kind of cosmetics they usually like. Then explain to consumers that we carry products that suit consumers themselves." (Mrs. Priska, 2023)

Furthermore, Mrs. Anita also stated:

"Sales must actually master this kind of approach, they must understand how to get consumers to want to listen to explanations about the products we are promoting. "Because to find out consumer interest in a product, good and friendly communication must be used to make consumers comfortable when salespeople conduct question sessions and product presentations." (Mrs. Anita, 2023)

Also added from the results of the interview with Mrs. Riri, she stated:

"After the stage of greeting and good communication when first meeting a consumer, after that a salesperson must be able to recognize the consumer well and ask about what kind of cosmetic products are usually in demand by the people of that area and how safe they are. After that, the salesperson explained little by little about the product being promoted, product advantages, price and quality." (Mrs. Riri, 2023)

This is reinforced by the results of Mrs. Priska's interview, she stated:

"To attract consumers' attention so that they feel comfortable when communicating, don't directly talk about our products, instead ask what types of products consumers usually like, with what kind of safety they provide. "Then we relate it to the product that we carry if this product is a product that suits consumer interests. Then we explain in more detail about the product." (Mrs. Priska's, 2023)

From the results of the interview above, it can be concluded that the second personal selling strategy is interest. Salespersons must be able to know the cosmetic products that consumers are interested in. This is useful for approaching consumers. With

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good communication procedures and asking a few questions in a friendly manner, this can provide a feeling of comfort during communication. So that consumers do not feel disturbed by salesperson questions and explanations of the products being promoted.

Satisfaction

The satisfaction that consumers get is a reciprocity that has a big influence on the company. After the consumer places an order, the salesperson must reassure the consumer that the decision they made is the right decision. As explained by Mrs. Priska, she stated:

"After the consumer says he is interested and wants to join as our distributor, a sales person must reassure the consumer that the decision made is the right one and the consumer will get some of the benefits that come from becoming a distributor. Distributors are not required to order minimum quantities of products, they are free to order the quantity of products they want." (Mrs. Priska, 2023)

Added by Mrs. Anita, she stated:

"The decision taken by consumers to become a company distributor must be reassured by sales, this will make consumers truly confident in the decision taken and will result in profits from joining as a distributor." (Mrs. Anita, 2023)

Added by Mrs. Riri, she stated:

"When consumers are interested and place an order to become a distributor, we will serve them as best as possible and we will teach them how to make the product popular with other consumers. We provide several benefits when joining as a distributor, including providing very cheap factory prices so that distributors are free to sell at any price in their area" (Mrs. Riri, 2023)

This is reinforced by Mrs. Priska's interview, she stated:

"Once the consumer is interested in buying, don't forget that the salesman's job is to always praise the decision taken by the consumer, because this affects the level of consumer satisfaction that the consumer's purchase of the product was the right decision. Plus a more detailed explanation about the product and then explaining what benefits will be obtained for subsequent orders, this can strengthen consumers' desire to order the product." (Mrs. Priska's, 2023).

From the results of the interview above, it can be concluded that the satisfaction stage in the personal selling strategy is to reassure consumers that the decision to buy and join as a Y.O.U cosmetics distributor is the right thing. The sales person will explain again that when you join as a distributor at Y.O.U cosmetics you will get several benefits including very cheap factory prices, no minimum product purchase for each order, as well as the distributor's freedom to set product prices in each region.

Professionalism

Product competition really requires salespersons to improve their expertise in their field, especially their professional attitude. Every company wants salespersons who join the company to have expertise and experience in the field of marketing. Several companies pay enough attention to increasing the professionalism of sales people through various training on the art of selling with a fairly high budget. Like Y.O.U cosmetics, which selects sales people through relationships and through recruitment, once they feel they are in line with the company's wishes, they will be given directions on how to attract customers so they are interested in the products being marketed... as stated by Mrs. Prita, she stated that:

"At that time we were looking for sales only through relationships and of course we had experience in the marketing field, but we still carried out training so that later we could achieve targets and get maximum results." (Mrs. Prita, 2023)

Furthermore, Mrs. Prita also stated as follows:

"Even though we are still starting from scratch, the salesperson we choose must be experienced and at least know what a salesperson should do to attract customers. Therefore, we invite our relations who we know in their fields to join us to start and pilot this company, because our marketing goals are quite far-reaching and certainly require quite a lot of funds, therefore a professional attitude and marketing skills are really needed." (Mrs. Prita, 2023)

From the results of the interview it can be concluded that Y.O.U cosmetics in selecting a salesperson places a high priority on the person's experience and professional attitude. Through training in the field of marketing conducted by salespersons, the company is able to achieve targets and obtain maximum results.

Negotiation

A salesperson must also have negotiation skills. The purpose of negotiation is to achieve the desires and expectations between the seller and the buyer in making an agreement. In negotiating between sellers and buyers regarding price agreements, quantities, etc., the salesperson must master them to achieve the planned targets. Based on the results of interviews conducted by the author with Mrs. Priska, she stated:

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"The negotiation process in our company is not based on price, because the price we set is also cheap and below market, the marketing location is in Jombang." (Mrs. Priska, 2023)

Furthermore, Mrs. Anita added, she stated:

"For negotiations, only quantity negotiations are carried out, because usually in some companies, if a collaboration has been established, such as having become a distributor or agent, there must be a minimum purchase, but in our company there is no minimum purchase, distributors are free to make purchases every month for the amount that they want. what the distributor wants, we don't force it in terms of quantity, but in terms of price it can't be negotiated because it's factory price." (Mrs. Anita, 2023)

From the results of the interview above, it can be concluded that in negotiating between sellers and buyers of Y.O.U cosmetics, they can only negotiate the quantity of product purchases. Some companies provide minimum product purchases to distributors or agents, but Y.O.U cosmetics does not force you to make a minimum purchase per month, because the price offered by the company is the company's original price, where the distributor will determine its own profit.

Commitment

Commitment is a key factor in building and maintaining relationships with other parties. Building good relationships with consumers is one way to minimize the presence of company competitors. By approaching consumers, the aim is to get to know and understand consumer desires better. As stated by Mrs. Priska, she stated that:

"In this day and age, there are many product competitors, especially cosmetic products, that have spread throughout the community. Moreover, the cosmetic products from our factory are not yet fully known to the public and will definitely be inferior to the big brands in circulation. "Therefore, the company's marketing targets and the company's approach to consumers are the main things to minimize the presence of competitors." (Mrs. Priska, 2023)

Furthermore, Mrs. Anita also stated:

"We are trying our best to get closer and get to know the agents or distributors better, one of the purposes of which is to minimize competitors, seen from the sales people who are widely spread across Jombang. "By fulfilling all requests, wishes and orders from agents and providing smooth communication, good cooperative relationships will be created with them." (Mrs. Anita, 2023).

From the results of the interview above, it can be concluded that having a marketing strategy carried out directly will create a closer relationship between sellers and consumers. There is Relationship Marketing, where once consumers are interested in the products offered, this will build, maintain and improve relationships with consumers so that their respective goals can be met. Apart from that, the marketing strategy carried out by the company is able to survive in the long term.

If the company serves and knows consumers well, consumers will not move to the company's competitors. Therefore, relationship marketing with consumers aims to better know and understand consumer desires and expectations.

Communication

When a company experiences conflict, the cause is always identified as the result of poor communication. Good communication will make it easier to build a good relationship with someone. As explained by Mrs. Priska, she stated:

"We continue to communicate about whether our products are in demand at that time by local consumers or not, whether salespeople are experiencing difficulties when promoting to consumers and so on. So the communication between us and the salespeople doesn't just stop there and isn't just communication when placing an order" (Mrs. Priska, 2023)

Furthermore, Mrs. Anita stated:

"In this day and age, there are many competing cosmetic companies in the community, compared to our Cosmetics which are still new, therefore establishing communication and long-term relationships with consumers is the main form of approach. "We will serve consumer requests as best as possible in order to create a feeling of comfort and familiarity between us. If distributors feel comfortable joining us, then it cannot be denied that they will continue to place orders with us." (Mrs. Anita, 2023)

This is reinforced by the results of Mrs. Riri's interview, she stated:

"Communication with management and leadership is very good. I have also started to get to know him, because the communication I do is not only when I make an order. Sometimes I also come directly to the factory but not very often, only occasionally to place orders directly " (Mrs. Riri's, 2023).

From the results of the interview above, it can be concluded that good communication between sellers and buyers is prioritized and must be maintained in order to make it easier to build a good relationship. By having a good relationship with salespeople, it will minimize the occurrence of competitors in the market. The communication that occurs with sales does not only occur when placing an order, but YOU cosmetics monitors salespeople to ensure that the products promoted to consumers run well and

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achieve targets. YOU cosmetics also establishes communication so that the relationship between sellers and consumers becomes friendly.

Trust

Trust is an important element for the success of relationship marketing. Without trust, a relationship will not last in the long term. Trust can be created if a party feels comfortable making exchanges with other parties with complete honesty. To gain trust, companies must communicate effectively. This was confirmed by Mrs. Priska, she stated:

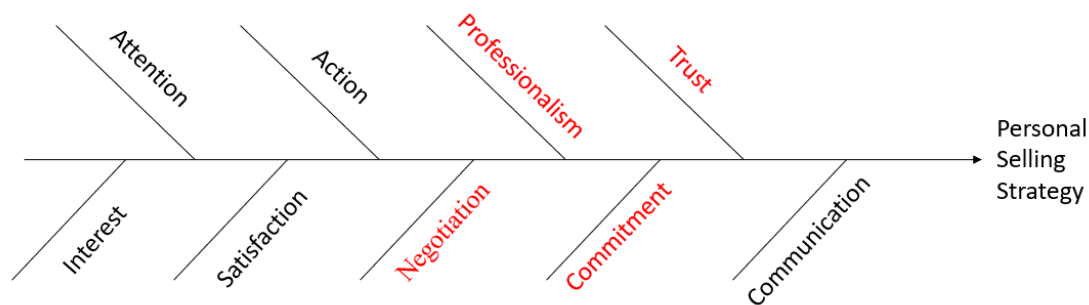
"After the consumer becomes a customer, the company will serve the customer's order as best as possible. Even if the customer asks for product delivery today, we will deliver the product as soon as possible to be sent using a courier service, so that the company's relationship with customers remains strong and instills trust between us and customer. "However, there is no need to reduce prices with customers, because the price already includes factory prices." (Mrs. Priska, 2023).

This is reinforced by the results of an interview with Mrs. Anita, she stated:

"When I first joined sales, I experienced a little doubt because the production location was so far away that it was on a different island and the products being marketed were also new brands, which made me think twice about joining. However, when I visited the factory directly and saw the production site and so on, I began to develop a sense of confidence in the quality of the product at a low price." (Mrs. Anita, 2023).

From the results of the interview above, it can be concluded that the company's service by providing the best quality products at low prices is able to make distributors interested in continuing to work with the company. Having a relationship marketing approach from a trust perspective will certainly produce a positive impact between sellers and distributors. By instilling trust in cosmetics consumers, YOU will build long-term good relationships and effective communication.

Findings



Source: researcher's findings, 2023

In this research, it was found that the personal selling strategy carried out by YOU Cosmetics was through the following activities:

1. Professionalism, the ability to interpret consumer needs and act using good ethics when interacting with potential customers. Good salespeople can use professionalism to build positive relationships with their customers and clients. When consumers make a purchase, it may be due more to the salesperson's charisma, personality, and professionalism than to the product itself.
2. Trust, confidence, belief and knowledge held by consumers about an object or product regarding its various attributes and benefits. Attributes are characteristics or features that an object may or may not have. Meanwhile, benefits are positive results provided to consumers.
3. Commitment, a willingness to give time and energy to something one believes in, or a firm promise or decision to do something
4. Negotiation. conversation between buyers and sellers to make a sales agreement. These negotiations allow the seller to address the buyer's concerns about the purchase by redefining the value of the product or service and making compromises. This discussion also allows the seller and buyer to part ways amicably if necessary.

VI. CONCLUSION

Based on the discussion and analysis that the author put forward in the previous chapters and after conducting research on personal selling strategies for Y.O.U cosmetics, it can be concluded that the strategies used include attention, interest, action, satisfaction, professionalism, negotiation, commitment and trust.

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