

Program penyusunan jenjang karir di divisi penjualan - PT ABC

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Abstrak

Being the Distributor for XYZ Products (one of the world's biggest electronics company and Europe's largest) in Indonesia, PT ABC provides products as well as their systems for Business Professional and Analytical Products. Through the data of Employee Motivation Survey year 2003, it was shown demotivated indication of most employees. Having identified by Focus Group Meeting team, one of the problems is extremely caused by lack of recognition from the company toward their work performances and contributions. Another responds followed by increasing turnover rate in the late two years: 2003 (20%) and 2004 (18%), which is dominated by sales person as the "breadwinner team" in the company.

Facing that situation, the action has been taken by the management is recruiting external candidate especially for sales position. On the other hand, one of most employees' expectation should take action plan from the management is organizing the career planning systems which hopefully able to motivate, develop, and finally retain high potential human resource in the company.

Based on the problem, the only solution which will be proposed by the writer is organizing career path model for employees as part and the first step before enter into the whole process of human resource planning and development system. The writer will take the first priority to organize career path model on Sales Division only as the core business of PT ABC.

At last, hopefully this program will be able to rebuild employees' work motivation; increase positively employees' productivity as well as company's; and able to retain high potential sales people and perform loyalty, who will contribute fully support for company goals achievement.