

Personal selling sebagai alat komunikasi pemasaran produk jasa : studi kasus layanan Bancaassurance

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Abstrak

In the area of multi media communication, people get informed but also get confused to define their needs and wants, because of the multi exposures. As the cost of communication is cheaper, company move from mass communication into one to one dialogue, which is known as targeted communication. For a complex service product such as bancaassurance service, a personalized and customized service is needed. Personal seller as a marketing strategy must be flexible, effective and high capability. The purpose of this study is to use an approach to identity and develop the possible working pattern for personal sellers.