

## Manajemen Penjualan PT. Kimia Farma Trading And Distribution Cabang Bogor = Sales Management PT. Kimia Farma Trading And Distribution Bogor Branch

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### Abstrak

Manajemen penjualan merupakan salah satu dari tiga pilar manajemen operasional dalam bisnis di Kimia Farma Trading and Distribution. Fungsi kegiatan penjualan dan pelayanan, untuk memperoleh pertumbuhan penjualan (sales growth) dan jumlah pelanggan (customer growth), serta untuk mempertahankan pelanggan yang loyal (customer rate retention). Tujuan penelitian ini yaitu untuk memahami proses dan alur manajemen penjualan di PT. Kimia Farma Trading and Distributin cabang Bogor. Penjualan di KFTD terdiri dari proses marketing yang dijalankan oleh Tim Marketing dan Medrep (Medical Representative) hingga proses penjualan oleh supervisor penjualan, sales, dan frakturis. Konsep marketing mulai dari pemenuhan produk (product), penetapan harga (price), penempatan barang (place), dan mempromosikan barang (promotion). Pada tim marketing terbagi menjadi beberapa bidang, yaitu OTC (over the counter) dan Cosmetic, Ethical, dan OGB (Obat generic berlogo).

.....Sales management is one of the three pillars of operational management in the business at Kimia Farma Trading and Distribution. The function of sales and service activities is to obtain sales growth and customer growth, as well as to maintain loyal customers (customer rate retention). The purpose of this research is to understand the process and flow of sales management at PT. Kimia Farma Trading and Distribution Bogor branch. Sales at KFTD consist of the marketing process carried out by the Marketing Team and Medrep (Medical Representative) to the sales process by sales supervisors, sales and contractors. The marketing concept starts from fulfilling the product (product), setting the price (price), placing the goods (place), and promoting the goods (promotion). The marketing team is divided into several fields, namely OTC (over the counter) and Cosmetic, Ethical, and OGB (generic drugs with logos).