

ABSTRACT

The business world today is considerably different and more complex than it was just a decade ago. Today we experience improving economies, rising interest rate, extensive outsourcing, more attention to business ethics, continued globalization to the effect that a failure in one financial system immediately influences others, and intense rivalry in almost all industries, including within the power sector business in Indonesia.

Today, customers expect the salesperson to create and communicate a consistent and convincing concept of value at every step of the selling process, thus personal selling becomes more and more sought after strategy by most of companies selling complex product packages.

PT Imeco Inter Sarana (Imeco), a dynamic national company dealing in high-tech energy services business and power sector, exercised personal selling strategy to market a premium product GE® Mobile Gas Turbine TM2500.

This paper is written to evaluate the implementation of personal selling strategy carried out by Power System & Project Development Strategic Business Unit of Imeco, specific characteristic to maintain it's dominance over the 20 MW power plant niche market.

The evaluation process is carried out by way of a comprehensive strategy formulation framework using the Strength-Weakness-Opportunities-Threat (SWOT) Matrix on all key elements found in the personal selling strategy implementation.

The Internal-External Matrix calculated from inputs obtain during the evaluation process configure a promising result of growth-stability, although there are ample rooms for improvements.

From this paper it is found out that the personal selling strategy seems to be quite successful for the SBU to be able to maintain its dominance over the 20 MW power plant niche market, however, it is recommended for the SBU to improve it's competencies over personal selling strategy by training all key personnel in subject such as but not limited to communication, negotiation, character building, coupled with technical aspects such as tax, risk review and mitigation.