***ABSTRACT***

*Sarah Ester Juliana / 67150591 / 2019 / The Functions of Salesperson in Selling Agricultural Industrial Inventory Products of PT Rumah Bio Indonesia / Advisor: Deavvy M. R. Y. Johassan, S.Sos., M.Si*

*In selling industrial products, the use of salesperson is very important. As the case in selling agricultural industry inventory products by PT. Rumah Bio Indonesia, which uses salesperson in selling organic fertilizers, bio-pesticides, and so on. However, according to researcher's observation, information about the functions of salesperson in selling agricultural industry inventory products is still rarely revealed. Therefore, researcher wanted to find out the functions of salesperson for the company on the sales of agricultural industrial inventory products in PT. Rumah Bio Indonesia.*

*In this research, researcher used one of the marketing communication mixes, namely personal selling, which was also related to the explanation of the salesperson's functions. The researcher conducted research at PT. Rumah Bio Indonesia, which is one of the companies engaged in the production and distribution of agricultural facilities and infrastructure. PT. Rumah Bio Indonesia sells products needed by the agricultural industry, such as organic fertilizers and biopesticides.*

*The researcher used a qualitative research design with descriptive type. The researcher used a descriptive type to describe the outcome of the research. Primary data in this study is the results of interviews with informants. The researcher collected data with semi-structured interview techniques carried out with the Director and several salesperson of PT. Rumah Bio Indonesia. The validity of this study was obtained from verification through source triangulation, through verification from experts, namely Commissioner or owner of PT. Rumah Bio Indonesia.*

*From this study, the researcher found out informations about the personal selling process and the salesperson's function in selling agricultural industrial inventory products. The researcher knew that the main core of the personal selling process at PT. Rumah Bio Indonesia is presenting product knowledge and giving a product testing and demonstration named “*Uji Demplot”*, closing the sales, and giving after-sales service especially in building communication and solving customer’s problems. The researcher also found an explanation of the salesperson's functions for companies in selling agricultural industrial inventory products, those are create new customers, sell more to current customers, and provide market informations for the company.*

*The researcher concluded that the salesperson at PT. Rumah Bio Indonesia performed functions that are in accordance with the written concept. The first function is to create new customers, can be seen by the addition of 500 clients from 2017 to 2018. The second function is to sell more to current customers, can be seen by the sales of new products to the current customers. The third function is to provide market information for the company, the information provided by the salesperson is in accordance with the conditions in their respective regions, information is provided during meetings at the head office, in Jakarta.*

*Key words: function of salesperson, industry inventory products, agricultural industry.*