



The Impact of Marketing Strategy Training on Marketing Personnel in an Effort to Achieve PT Laju Nusa Armada's Sales Target

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ABSTRACT

Failure to meet sales goals has an impact on the company's goals, goals for profits. The most fundamental issue is coming up with a strategy and a team that will give an answer for the issue. Training in marketing strategy has a fundamental objective of increasing sales and gaining an advantage over competitors with a long-term perspective. Showcasing methodologies incorporate momentary plans and long-term marketing strategies geared toward the market in order to support marketing goals and company objectives This is the reason, PT. Laju Nusa Armada, a company that provides trucking and logistic services, so that this analysis could assist the sales marketing staffs training. The outcome of a Company profit and sales performance are indicators of marketing strategy. growth. It is anticipated that this training will help explain the most recent marketing aspects. strategy to improve one's ability to come up with and analyze promoting systems in the business climate of PT. Goodbye Finapedia.

Keywords: Training, Marketing, Sales, Marketing Staffs

1. Introduction

Companies that are able to survive in tight market competition are companies that expect progress in business and industry. The increasingly dynamic world of business and industry will create tighter competition (Başar & Zaccour, 2018). These conditions are necessary for a company to fulfill in order to continue to exist in competition, more specifically to continue trying to achieve the goal of finding new clients and retaining old clients. Neal (2009) said that one way that can be done to achieve this goal is through marketing strategy.

The company must first determine marketing objectives, then the next step is compiling, planning and collecting promotional techniques (marketing strategy and planning). Marketing goals can be achieved by applying the methods selected in Marketing Strategy. Whereas Marketing Plan is a series of steps that need to be followed up and carried out as a form of implementation after choosing a method Marketing Strategy. Drafting Marketing Plan can produce output in the form of a formulation Marketing Strategy. Christian (1994) once confirmed that in the Marketing Plan various marketing strategies and activities are prepared, planned and implemented.

The fundamental purpose of Marketing Strategy is to increase sales and a sustainable perspective so that it can help you gain a competitive advantage. System Showcasing combining current and long-term marketing movement plans focused on the market to achieve marketing and company goals. A successful marketing strategy can be assessed from the sales performance that has been achieved and the increase in profits that

have been achieved. According to Saladin et al (2003), translated by Tjiptono (2014), competitive marketing personnel training is able to explain the indicators in Marketing Strategy up-to-date and helps develop and analyze marketing strategies in a more competitive business world.

Sutisna (2003) argues that in such a tight competitive environment, no one except the company can manage its costs by anticipating difficulties in the market while maintaining its performance, strengthening its current position and ensuring the continuity of its products and business for its workers. Therefore, the involvement of educational institutions as a basis for thinking with cooperation and collaboration will be needed both in research and scientific development, as well as training and education.

It is hoped that this activity will be useful to support the achievement of marketing targets both in general and specifically, namely:

- a. Marketing personnel are able to analyze, calculate, and organize marketing strategies and marketing plans that are suitable for use.
- b. Understand the overall concept and implement marketing strategies and marketing plans.
- c. Understand SWOT analysis and implement it in the world of work.

2. Methodology

2.1. Presentation

Tulasi (2012) stated, Presentation is a movement of speaking in front of a crowd or other people which is a method of communication. The act of presenting and explaining a case, providing thoughts or sharing information with others is also called a presentation. Compared to speeches which are usually held at official and political events, presentations are usually held at business events. Presentations have various purposes, for example to persuade (delivered by marketing personnel) with the aim of making the company more productive in selling a product, to provide information that is usually presented by experts, to convince a decision maker and refute other opinions. Presentations can be studied by lay people from presentation experts.

2.2. Discussion

Discussion is a correspondence collaboration between two or more people who form a group. Discussions usually start from discussing basic topics which will later develop into more detailed discussions and provide a sense of correct and accurate understanding for each individual member of the group. In a discussion, usually not only one topic is discussed but also several topics at once in a discussion, provided that the main topic discussed has been successfully conveyed to each member and a solution has been found.

2.3. Simulation

Simulating real world events and conditions around them is known as simulation (state of affairs). The entire procedure of carrying out this simulation describes the most important characteristics of the behavior of a physical system. Simulations are used in this training to test the depth of analysis and display the thinking of marketing personnel.

2.4. Evaluation

Evaluation can be interpreted as assessment and measurement. Overall, evaluation is an action taken as part of the process of finding out how valuable something is. According to another point of view, evaluation is a way of weighing a thing, symptom, or item by considering various factors which are then known as Value Judgement. According to Putro et al (2014) Each activity material aims to improve individual marketing abilities, in order to maintain personal success and good quality work by continuing to improve the work process by utilizing the abilities already possessed, the power of reasoning and thinking. and in-depth methodology are matters of concern, especially in efforts to determine optimal performance as a marketer.

3. Results and Discussion

After PT. Laju Nusa Armada as a company operating in the field trucking and land logistics plans Marketing Strategy Training for its Marketers at the following places and times:

- a. PT. Laju Nusa Armada prepares the number of marketers who will participate in training.
- b. The number of training participants is 7 people.
- c. This training activity lasted for 2 days from 8.00-12.00 WIB.
- d. The location of the activity is on Jl. Putat Indah V no.20, Surabaya, East Java 60189.

Meanwhile, the results of the training are presented as follows:

- a. The first day on November 16 2023, the training was attended by 7 participants. All participants take part in the activity until the completion of the activity hours according to the specified time.
- b. On the second day, November 17 2024, the training was still attended by 7 participants, followed by testing the skills of each participant in turn, by honing analysis, intuition about what kind of strategy is needed in various situations as well as honing communication skills and how big the opportunities are. each participant gets a consumer.
- c. Each participant was asked to explain their strategies in an effort to get new consumers.
- d. The presenter explained the analysis that had been made based on data obtained from the company from the previous year regarding new market opportunities that could be explored.
- e. Active discussion between the presenter and marketers regarding the potential abilities and weaknesses of each participant.
- f. Each participant is expected to fill out an evaluation sheet at the end of the training session with the aim of the presenter being able to get a real picture of each participant's abilities and opinions after attending the training.

4. Conclusion

The marketing staff of PT. Laju Nusa Armada is considered to lack mastery of informative marketing strategy skills, which are essential for successful product sales. As marketers, participants still lack knowledge in creating effective strategies that provide a framework and help determine the vision, mission, and business goals critical to achieving company objectives. Despite some of them having been in the marketing world for several years, they do not understand the market potential that still exists. A strategy design procedure is necessary, created in consultation with all colleagues, leaders, and company management. There is no comprehensive marketing strategy in place that serves as the fundamental knowledge for the marketing personnel.

PT. Laju Nusa Armada must follow a training pattern that leads to mastery skills product knowledge, its benefits, organizational benefits, energy support guidelines and business environment that provide the main incentive to promote utilize imagination during the sales process. The average marketing force is 25 years old, lacking knowledge marketing, and lack of work experience are the main obstacles in PT's marketing strategy. Nusa Armada Speed.

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