

# Sales Effectiveness at PT. Angkasa Pura

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## ABSTRACT

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Functional review is an administrative tool aimed at reducing asset misuse. The first step in the Operational Audit process is to see whether activities exist or not, find areas that can be improved, then create measurable performance standards for each activity. A service or product will be sold by a company. The process of selling a company's services or products is known as sales. This research aims to show empirically that the sales effectiveness of PT. Angkasa Pura II can be improved through operational audits. This research is quantitative. consequences of this exploration. There was no interaction between variables in this study. The importance of this influence is demonstrated by previous research. A functional review alone is sufficient, this must be seen from the ability of the examiner, the review program that has been completed is prepared first before the functional review is carried out, so that the functional review carried out is a functional review carried out to achieve the stated objectives. Objectively, because PT is the company, this research has no effect. The reason is, the Lintasit Angkasa Pura II branch does not sell products, but rather a service business.

**Keywords:** *Revenue, Effectiveness*

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## 1. INTRODUCTION

In the era of ever-growing globalization, competition in the business world is getting tighter. One indicator of a company's success is its ability to carry out an effective sales strategy. PT. Angkasa Pura, as one of the companies operating in the airport services sector, is no exception in facing these challenges. Sales effectiveness is the main key in ensuring company growth and sustainability amidst dynamic competition. Several previous studies have highlighted various aspects related to sales effectiveness in the context of the aviation industry and airport services[1]. This analysis includes various factors such as sales management[2], marketing strategy, application of information technology, and interactions with customers[3]. However, most of this research has not specifically focused on HEIs. Angkasa Pura[4]. This research aims to contribute to the understanding of sales effectiveness at PT. Angkasa Pura, taking into account the unique characteristics of the aviation industry and airport services[5]. In identifying key factors that influence sales effectiveness, this research is expected to provide a more detailed and contextual view regarding market conditions and the PT business environment. Angkasa Pura. Through in-depth analysis of sales effectiveness at PT. Angkasa Pura, this research is expected to provide concrete strategic recommendations that can be implemented by company management[6]. This increase in sales effectiveness is expected to help PT. Angkasa Pura to strengthen its position in the market, increase customer satisfaction, and achieve sustainable business growth in the future[7].

## 2. RESEARCH METHODOLOGY

Research Design: This research will adopt both qualitative and quantitative research designs. A qualitative approach will be used to gain in-depth insights into the factors that influence sales effectiveness, while a quantitative approach will provide quantifiable data for statistical analysis[8]. Population and Sample: The population of this study is all divisions or units related to sales in PT Angkasa Pura. Samples will be selected by



purposive sampling method, taking into account variations in organizational structure and sales functions. Data Collection Instruments: a. In-depth Interview: Interviews will be conducted with sales managers, sales staff, and related parties to gain an in-depth understanding of the sales process and obstacles that may be encountered. Document Analysis: Secondary data, such as sales reports, market analysis, and existing sales policies, will be analyzed to get a complete picture of the sales context at PT Angkasa Pura. Data Analysis Methods: a. Qualitative Analysis: Qualitative data from interviews will be analyzed using a thematic approach to identify patterns, themes, and key issues related to sales effectiveness.

### 3. RESEARCH RESULTS

Factors Affecting Sales Effectiveness: a. Sales Management: Findings show that effective sales management, including strategic planning and performance monitoring, has a positive impact on sales effectiveness at PT Angkasa Pura. b. Information Technology: The implementation of information technology, such as customer management systems (CRM) and sales analytics, was found to increase efficiency and accuracy in the sales process. c. Employee Training and Development: Employee training and development programs in sales skills and product understanding are key factors in improving sales effectiveness. Barriers to Sales Effectiveness: a. Mismatch Between Product and Customer Needs: One of the major barriers is the lack of alignment between the products offered and the actual needs of the customers. b. Intense Competition: Intense competition in the airline industry affects sales effectiveness. Appropriate marketing strategies need to be identified to differentiate PT Angkasa Pura from competitors.

Discussion: Effective Sales Management: By emphasizing the importance of effective sales management, PT Angkasa Pura can optimize planning strategies, involve the sales team in decision making, and ensure continuous performance monitoring. Information Technology as Sales Support: Investment in information technology, especially a sophisticated CRM system, will help PT Angkasa Pura to better understand customer needs, improve customer relationship management, and strengthen sales strategies. Employee Training and Development: Companies can strengthen sales effectiveness by further investing in employee training and development programs. Skilled and continuously developing employees can provide better services to customers. Differentiated Marketing Strategy: In order to overcome stiff competition, PT Angkasa Pura needs to formulate a unique and differentiating marketing strategy. This could involve improved branding, additional service offerings, or competitive pricing strategies. Product Adjustment to Customer Needs: PT Angkasa Pura needs to ensure that the products and services offered fully meet customer needs and expectations. The availability of customized services can increase customer satisfaction and, ultimately, sales effectiveness. Taking into account these results and discussions, PT Angkasa Pura can design a targeted action plan to improve sales effectiveness, overcome the barriers identified, and strengthen its position in the market.

### 4. CONCLUSION

Sales Management and Information Technology: Effective sales management, including strategic planning and utilization of information technology, plays an important role in increasing sales effectiveness at PT. Angkasa Pura. Investing in a CRM system and sales analytics can provide a better understanding of customers and help in optimizing sales strategies. Employee Training and Development: Employee training and development programs have a positive impact on sales skills and product understanding. Employee development is key to ensuring the sales team has the latest knowledge and can adapt to market changes. Obstacles that need to be faced: Incompatibility between products and customer needs as well as intense competition in the aviation industry are the main obstacles. PT. Angkasa Pura needs to focus on adapting products to customer needs and designing marketing strategies that can differentiate the company from competitors. Differentiated Marketing Strategy: To face stiff competition, companies have to formulate differentiated marketing strategies. An emphasis on strong branding, additional services, or competitive pricing strategies can help PT. Angkasa Pura strengthens its position in the market. By understanding these factors, PT. Angkasa Pura can develop a focused action plan to increase sales effectiveness. Adjusting management strategies, utilizing information technology, investing in employee development and smart marketing strategies are the keys to facing challenges in the dynamic aviation industry. By implementing the recommendations resulting from this research, PT. Angkasa Pura can improve sales performance, strengthen relationships with customers, and achieve sustainable business growth.

#### 1. Strengthen Sales Management

Improved strategic planning in sales management to respond more responsively to market changes.  
Utilization of performance management tools and ongoing monitoring to ensure achievement of sales targets.

## 2. Optimizing the Use of Information Technology

Implement and update a sophisticated CRM system to better understand customer needs and manage customer relationships more effectively. Leverage sales analytics to identify market trends, customer preferences and sales opportunities that can be optimized.

## 3. Intensify Employee Training and Development Programs

Design ongoing training programs to improve the sales team's sales skills, product knowledge, and communication capabilities. Prioritize employee development to ensure the sales team always has a deep understanding of the products and services offered.

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