

## **PENERAPAN SALES CALL DI GRAND SERELA HOTEL YOGYAKARTA**

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### **Abstrak**

Penelitian ini bertujuan untuk mengetahui Penerapan *Sales Call* di *Grand Serela Hotel Yogyakarta*. Penerapan *Sales Call* dapat dijadikan dasar yang tepat untuk menambah jumlah pengunjung *Grand Serela Hotel Yogyakarta*. Penerapan yang dimiliki *Sales Call* yaitu: mencari dan menyeleksi langganan baru (*prospecting*), pendekatan pendahuluan (*preapproach*), pendekatan (*approach*), penyajian dan peragaan, mengatasi dan keberatan (*Hadling The Object*), penutup, tindak lanjut (*Follow Up*). Penulis melakukan penelitian ini menggunakan data primer dan data sekunder yang diperoleh dengan observasi di *Grand Serela Hotel Yogyakarta*, wawancara kepada staff *Grand Serela Hotel Yogyakarta* yang bersangkutan dan dokumentasi foto-foto yang diperlukan untuk melengkapi penelitian dan foto bersama karyawan-karyawan *Grand Serela Hotel Yogyakarta*. Penulis menggunakan metode deskriptif dan penelitian kualitatif. Data dikumpulkan untuk memperoleh gambaran dan data secara sistematis tentang berbagai aktifitas yang dilakukan *Grand Serela Hotel Yogyakarta* serta data pengunjung kamar dan *rooms meeting Grand Serela Hotel Yogyakarta* diperoleh agar penulis dapat mengetahui apakah penerapan yang dilakukan *Sales Call Grand Serela Hotel Yogyakarta* mencapai target yang disesuaikan oleh pihak *Grand Serela Hotel Yogyakarta*. Kesimpulannya adalah wiraniaga *Grand Serela Hotel Yogyakarta* dalam penerapan *Sales Call* kurang baik.

**Kata Kunci** : *Sales Call, Grand Serela Hotel Yogyakarta*

## **APPLICATION OF SALES CALL AT GRAND SERELA YOGYAKARTA HOTEL**

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### **Abstract**

*This study aims to show the Application of Sales Call at Grand Serela Hotel Yogyakarta. The application of Sales Call can be the right basis to increase the number of visitors to Grand Serela Hotel Yogyakarta. The applications that include in Sales Call are: searching for and selecting new subscriptions (prospecting), preliminary approaches (preapproach), approaches (approaches), presentation and demonstration, coping and objections (Hadling The Object), closing, follow-up (Follow Up). The author conducted this research by using primary data and secondary data obtained by observation at the Grand Serela Hotel Yogyakarta, interviews with relevant Grand Serela Hotel Yogyakarta staff and documentation of photographs needed to complete the research and photos with the employees of Grand Serela Hotel Yogyakarta. The author uses descriptive methods and qualitative research. The data are collected by the author with descriptive methods and qualitative research to obtain a systematic picture and data about various things concerning the activities carried out by Grand Serela Hotel Yogyakarta and visitor data of meeting rooms and rooms of Grand Serela Hotel Yogyakarta so that the writer can find out whether the application done by Sales Call Grand Serela Hotel Yogyakarta can reach the result targeted by the Grand Serela Hotel Yogyakarta. The conclusion is that the Grand Serela salesperson of Yogyakarta Hotel is not good in implementing Sales Call, because when visiting the target visitors, the sales officer of Grand Serela Yogyakarta Hotel only focused on distributing brochures and they did not have a fixed schedule. They start visiting at about 10.30 instead of earlier in the morning.*

**Keywords:** Sales Call at Grand Serela Hotel Yogyakarta