

ABS i ItACT

The purpose of this study concentrates on the combination of theories of management concepts from management gurus. Including TQM, PDCA, ISO standard Marketing management principle from Philip Kotler, incentive techniques, and management styles, and with the result of J.D.POWER survey of customer satisfaction in designing into marketing management strategy focused on sales force management of the local auto dealer. There are sales training programs, documented control measurements, incentive technique for sales people, and team focus management and participation.

I have researched the attitude of customers at the local car dealing companies to use as a case study. After implementing the strategy, again, I testify the attitude of customers. The result showed the difference of sales volume and sales satisfaction. Even though increased sales volume after the program showed the improvement but it was too vague to conclude, but with the result of customer attitude toward sales satisfactions, I can conclude that the statement of problem has been solved and supported.