

THE ROLE OF THE SELLING AND DISPLAY PROCESS TO INCREASE P&G PRODUCT SALES IN THE GUNUNG SARI MARKET, WEST LOMBOK

PERANAN PROSES SELLING DAN DISPLAY UNTUK MENINGKATKAN PENJUALAN PRODUK P&G DI PASAR GUNUNG SARI LOMBOK BARAT

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ABSTRACT

In the supply chain of a product to reach consumers, a significant role is needed from the distributor. Sales performance and achieving maximum distribution are the main goals that must continue to be achieved. However, the challenges of tight competition between competitors make achieving these goals not easy. The ability to strategize, execute, evaluate, and continuously innovate is one of the keys to the success of a distributor. The decline in sales that occurred in P&G products in Gunung Sari Market is part of a phenomenon that occurs in a supply chain that is run. The research conducted is an effort to increase sales again by using a qualitative descriptive method that prioritizes detailed descriptions based on empirical data collected from the field. By taking the object of research, namely the sale of P&G products in Gunung Sari Market, Lombok . Based on the results obtained, there is a very close relationship between the selling and display processes in increasing sales of P&G products at the Gunung Sari Market, West Lombok. The impact of the increase in sales that occurs can be used as a reference for carrying out the same pattern and implementing it in other areas within the company.

Keywords: Selling Process, Display, Product Sales

ABSTRAK

Dalam rantai pasok sebuah produk untuk sampai kepada konsumen dibutuhkan peran signifikan dari distributor. Kinerja penjualan dan tercapainya distribusi yang maksimal menjadi tujuan utama yang harus terus dicapai. Namun tantangan persaingan yang ketat antar kompetitor menjadikan pencapaian tujuan tersebut menjadi tidak mudah. Kemampuan strategi, eksekusi, evaluasi serta inovasi yang terus menerus adalah salah satu kunci dalam keberhasilan distributor. Penurunan penjualan yang terjadi pada produk P&G di Pasar Gunung Sari merupakan bagian dari fenomena yang terjadi dalam sebuah rantai pasok yang dijalankan. Penelitian yang dilakukan adalah merupakan sebuah upaya untuk meningkatkan kembali penjualan tersebut dengan menggunakan metode deskriptif kualitatif yang mengutamakan deskripsi secara mendetail berdasarkan data empiris yang dikumpulkan dari lapangan. Dengan mengambil objek penelitian yaitu penjualan produk P&G di Pasar Gunung Sari, Lombok. Berdasarkan hasil yang diperoleh adalah adanya hubungan yang sangat erat antara proses selling dan display dalam meningkatkan penjualan produk P&G di Pasar Gunung Sari Lombok Barat. Dampak peningkatan penjualan yang terjadi bisa dijadikan sebagai acuan untuk melakukan pola yang sama dan diimplementasikan ke wilayah yang lain di lingkup perusahaan.

Kata Kunci : Proses Selling, Display, Penjualan Produk

1. INTRODUCTION

Dalam beberapa tahun terakhir, pertumbuhan ekonomi pasca-pandemi tetap tidak stabil di hampir semua negara, termasuk Indonesia. Pemerintah terus melakukan upaya pemulihan ekonomi secara bertahap, dengan sektor yang paling terdampak adalah ritel, pariwisata, dan transportasi. Di antara ketiga sektor tersebut, sektor ritel menjadi fokus utama pemerintah karena memiliki distribusi dan dampak yang lebih luas dibandingkan sektor lainnya. Menurut Shopify, ritel merupakan bisnis yang menjual produk atau layanan kepada konsumen akhir untuk penggunaan pribadi, bukan untuk dijual kembali.

Sektor ritel di Indonesia memiliki peran penting dalam perekonomian nasional. Sebagai salah satu sektor yang paling dekat dengan konsumen, ritel tidak hanya berfungsi memenuhi kebutuhan sehari-hari masyarakat, tetapi juga memberikan kontribusi signifikan terhadap pertumbuhan ekonomi. Meskipun angka kontribusinya dapat berbeda tiap tahun, sektor ritel secara konsisten menyumbang persentase besar terhadap Produk Domestik Bruto (PDB) Indonesia. Selain itu, sektor ini juga menyerap tenaga kerja dalam jumlah besar baik di tingkat nasional maupun regional. Perkembangan sektor ritel menunjukkan pergeseran prioritas belanja konsumen yang kini lebih selektif dan cenderung memfokuskan pada kebutuhan pokok.

Di tingkat pemasok atau grosir, perilaku belanja juga mengalami perubahan, memungkinkan mereka melakukan transaksi dan mendapatkan pasokan tidak hanya dari distributor resmi tetapi juga melalui perusahaan e-commerce seperti Shopee, Tokopedia, dan toko online resmi dari pabrik, menggunakan model B2B (business-to-business). Di sisi konsumen, model B2C (business-to-customer) mempermudah akses harga dan layanan tambahan. Persaingan di sektor ritel semakin ketat, baik secara langsung maupun online. Oleh karena itu, kemampuan pemasok, grosir, dan retailer memberikan layanan ekstra yang optimal menjadi faktor penting yang mempengaruhi fluktuasi penjualan.

Di level perusahaan, persaingan antara produsen dan distributor resmi juga menghadirkan tantangan tersendiri. Hal ini berkaitan dengan kelancaran rantai pasok dari distributor ke pemasok, grosir, dan retailer serta bagaimana produk yang disuplai menjadi pilihan utama konsumen akhir. Strategi pemasaran yang efektif menjadi kunci untuk meningkatkan distribusi dan penjualan. Strategi pemasaran adalah serangkaian tujuan, kebijakan, dan aturan yang membimbing upaya pemasaran perusahaan serta respons terhadap perubahan lingkungan dan kondisi persaingan (Assauri, 2017; Haque-Fawzi et al., 2022). Tujuan akhirnya adalah memastikan produk tersedia secara merata di toko, mudah diakses konsumen, dan terlihat melalui branding serta penataan produk di toko.

Salah satu arena persaingan terketat adalah pasar tradisional, yang menjadi tempat berkumpulnya pemasok, retailer, dan konsumen akhir. Pasar menjadi kunci bagi distributor untuk menyalurkan produk secara efisien dan mendorong perekonomian negara. Distributor bersaing untuk memberikan layanan ekstra melalui tim penjualan yang terlatih, terutama dalam produk FMCG (Fast Moving Consumer Goods) yang merupakan kebutuhan harian dengan harga relatif rendah. Namun, pasca-pandemi, penjualan produk FMCG menurun, misalnya produk P&G di Pasar Gunung Sari, Lombok Barat, yang mengalami penurunan pada 2023 dibandingkan 2022. Fenomena ini menjadi dasar penting bagi penelitian untuk menemukan alternatif solusi melalui peningkatan layanan distributor kepada konsumen.

2. LITERATURE REVIEW

2.1 Definition of Sales

Sales can generally be defined as activities that lead to the exchange of goods or services, forming a fundamental part of a company's marketing function to generate profits and sustain operations. Several scholars have elaborated on the concept of sales: Kotler (2008) defines sales as "a social and managerial process through which individuals and groups obtain what they need and want by creating, offering, and exchanging products of value with others." Nickels (1998) describes sales as "a process in which the seller fulfills all the needs and desires of the buyer to achieve mutually sustainable and profitable benefits." Assauri (2002) states that "sales is a human activity aimed at fulfilling or satisfying needs and desires through an exchange process." Meanwhile, Winardi (2005) emphasizes that sales involve "the gathering of buyers and sellers to exchange goods and services based on valuable considerations, such as monetary payments." Based on these perspectives, sales can be understood as a transactional process between two or more parties, where goods or services are exchanged using a legitimate payment method with the objective of providing benefits to all parties involved.

2.2 Sales Objectives

Sales activities represent an economic event encompassing the buying and selling of goods or services. Goods are produced to fulfill customer needs, while services are provided to achieve customer satisfaction. According to Basu Swasta and Irawan (2001), companies typically pursue three main objectives in sales: (1) achieving specific sales volumes, (2) obtaining a certain profit, and (3) supporting overall company growth. Achieving targeted sales volumes facilitates the monitoring and improvement of business performance, while attaining profits ensures the sustainability and expansion of company operations. Consistently meeting sales targets also fosters company growth, enhancing performance and maintaining product and service quality. To optimally achieve these objectives, cohesive and coordinated collaboration among multiple departments—such as finance and administration, production or logistics, and human resources—is essential to ensure operational efficiency and quality outcomes.

2.3 Types and Forms of Sales

Basu Swasta (2001) categorizes sales into several types: trade selling, which involves facilitating retailers in product distribution through promotions, demonstrations, and adequate stocking; missionary selling, which aims to persuade buyers to purchase from company distributors; technical selling, focused on providing advice and guidance to end consumers; new business selling, which seeks to acquire new customers and expand transaction opportunities; and responsive selling, which addresses customer requests primarily to build goodwill and encourage repeat purchases rather than immediate high sales.

2.4 Selling Process

The selling process is a sequence of steps that sales personnel follow to offer products or services effectively, enhance customer loyalty, and ensure sustainable business growth (Vinci, 2009). The key stages include: prospect identification, including preparation for customer interactions and stock assessment; initial customer contact, creating effective opening statements to generate interest; merchandise presentation, involving understanding customer needs, reducing uncertainty, demonstrating product features, highlighting benefits, and engaging customer senses; handling objections, addressing concerns related to products or pricing; closing the sale, through timely, persuasive, and suggestive selling techniques; and post-sale follow-up, providing administrative support, appreciation, and maintaining customer relations.

2.5 Selling Skills and Display

Effective sales require a range of competencies. According to Mulia (2015), critical selling skills include active listening, effective communication, understanding customer needs, product presentation, negotiation, product knowledge, relationship building, time management, and the ability to close sales successfully. Display strategies complement the selling process by attracting consumer attention, facilitating product selection, and stimulating purchase intentions. Schultz (in Alma, 2020) emphasizes that display is an effort to capture consumer interest through direct visual appeal, while Afrianti (2020) highlights indicators of effective displays, including visibility, accessibility, neatness, safety, and attractiveness. Properly designed displays enhance sales by facilitating customer interaction and satisfaction.

The interplay between the selling process and product display is crucial for achieving sales targets, enhancing market share, and fostering customer loyalty. A well-executed sales process ensures product availability, service quality, and relationship-building with customers, while effective displays make products more appealing and accessible. As noted by Kotler and Keller (2016), customer loyalty is “a deeply held commitment to repurchase or support a preferred product or service despite situational influences and marketing efforts that could

cause switching." Similarly, Gremler and Brown (2012) define loyal customers as those who consistently repurchase while maintaining a positive attitude toward the service provider, including recommending the product to others.

3. METHODS

3.1 Research Type

This study employed a qualitative descriptive approach to gain an in-depth understanding of the sales process conducted by salespeople in retail stores. The research involved detailed observations over a specific period in a designated region. According to Sutopo (2006), qualitative descriptive research emphasizes understanding real-world phenomena through direct observation and detailed documentation. Primary data were collected directly from the source, with the researcher serving as the main instrument of analysis. The data comprised meaningful verbal, textual, and visual information. Creswell (2013) explains that descriptive qualitative research aims to describe the characteristics or behavior of subjects within their natural context without prioritizing any specific theory, allowing for rich, detailed descriptions based on empirical evidence.

3.2 Research Location and Time

The research was conducted at Gunung Sari Market, West Lombok Regency, West Nusa Tenggara Province. The study focused on various shops within the market. Salespeople carried out routine sales activities once a week, typically every Wednesday, resulting in approximately four to five visits per month. The data collection period covered six months, from July 2024 to December 2024.

3.3 Data Types and Sources

The study collected qualitative data from two main sources:

1. Primary Data

1. Unstructured Interviews: Conducted with shop owners and salespeople in Gunung Sari Market to explore their experiences, perspectives, and understanding of sales and display processes, both before and during the research period.
2. Observation: Participant observation was carried out to examine the sales process performed by salespeople and merchandisers, including visits outside regular schedules to assess display conditions.
3. Live Documentation: Photographic documentation captured the results of in-store displays conducted by salespeople and the merchandiser team.

2. Secondary Data

1. Sales Records: Historical sales and display data were obtained from PT. Borwita Citra Prima, covering periods prior to the research.
2. Library References: Theoretical literature and prior studies were reviewed to support data interpretation and analysis.

3.4 Data Collection Techniques

Data collection was conducted using multiple methods:

1. Unstructured Interviews: Gathered insights from shops that were not fully equipped with P&G product displays and those with incomplete distribution, including competitor activity information. Interviews were also conducted with salespeople covering Gunung Sari Market.
2. Observation: Focused on evaluating salespeople's adherence to standard sales processes, selling skills, and product display conditions, including competitor displays.

3. Documentation: Photographs captured product displays before and after installation or maintenance.
4. Secondary Data Retrieval: Sales volumes were obtained from PT. Borwita Citra Prima's system, while display records were collected from the Merchandiser Team Leader for the West Nusa Tenggara region.

3.5 Applied Work Production Process

The research began with reviewing secondary data, which indicated a decline in P&G product sales. The author conducted direct observations of salespeople during market visits, complemented by unstructured interviews with customers to understand their perspectives. Observations identified several areas for improvement, including sales techniques and display arrangements.

It was found that salespeople did not use structured selling tools, such as product catalogs and Persuasive Selling Format (PSF) packages, which provide background, solution ideas, purchase mechanisms, benefits, and recommended order quantities. The author developed and implemented an effective product catalog and PSF package to enhance the sales process.

Regarding displays, many stores lacked proper placement, while existing displays were often unstrategic, poorly maintained, or inaccessible. The study involved negotiating new displays in stores, followed by installation with the assistance of the merchandiser team. Displays were positioned to be highly visible, accessible, and strategically located to support sales. This process was repeated throughout the research period to ensure consistency in sales and display outcomes.

3.6 Data Analysis Techniques

Data analysis followed the Miles and Huberman (2014) model, consisting of:

1. Data Reduction: Organizing, focusing, summarizing, and filtering data to highlight relevant information while discarding unnecessary details from interviews, observations, and documentation.
2. Data Presentation: Presenting data in a clear and structured manner to facilitate interpretation.
3. Drawing Conclusions and Verification: The researcher verified the accuracy and validity of all collected data before drawing careful conclusions to ensure the findings were reliable and sound.

4. RESULTS AND DISCUSSIONS

1. Decline in Sales at Gunung Sari Market

Gunung Sari Market is one of the sales areas of PT. Borwita Citra Prima, Lombok Branch. Markets are crucial for distributors because they continue to serve as a gathering place for people to engage in economic activities, such as buying and selling, which drives the local economy. We will examine P&G product sales in more depth. where there has been a decline in sales during the 2023 period compared to the 2022 period. The number of stores or in the commonly used term is the number of coverage. There are around 40 shops in Gunung Sari Market, with the details being the number of wholesale shops being around 21 shops and the number of retail shops being around 10 shops. retail around 19 stores. As for the number detail the decline in sales is as follows:

1. Sales Per P&G Product Segment at Gunung Sari Market

Table 4.1

Sales Data Per P&G Product Segment in Gunung Sari Market

Area	Segmen	# Toko	Tahun 2022	Tahun 2023	Index
Pasar Gunung Sari	Grosir	21	330,939,143	302,236,033	91%
Pasar Gunung Sari	Retail	19	40,785,341	48,361,990	119%
Pasar Gunung Sari Total	Penjualan (Rp)	40	371,724,484	350,598,024	94%

Source: PT. Borwita Citra Prima, processed by the author

QTotal grocery store sales in 2023 decreased by approximately 91% compared to 2022, from approximately 330 million to approximately 302 million. Meanwhile, retail sales still experienced an increase of around 119% in 2023 compared to 2022, from around 40 million to 48 million. However, total sales, when combined with sales at wholesale stores and retail stores, decreased by around 94%, from 371 million to 350 million.

1. Total Product Sales P&G at Gunung Sari Market

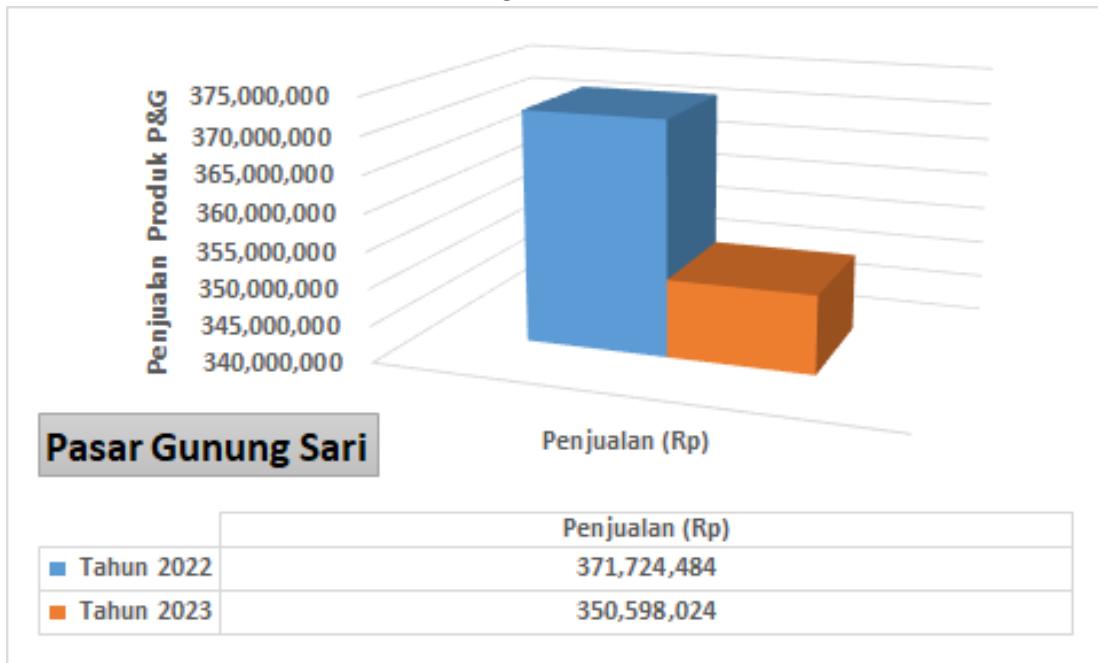


Figure 4.1

Graph of Total Sales of P&G Products in Gunung Sari Market

Source: Author

Total sales decreased by around 6% compared to the previous period or a decrease of around 21 million in the 2023 period compared to the 2022 period.

2. The Challenge of Getting a Position Strategically Located in Store

We are often faced with questions about what challenges we face in getting a job.displayThe most strategic location in the store and how to access and communicate it. This is especially true for stores in relatively small markets, which typically have limited space, often separated by glass shelves between sellers and buyers during transactions. This presents a challenge when determining the best location for displaying the store. From determining a strategic

location in the store to strategies for asking display. This information must be submitted to the store owner for approval. These issues must be resolved to achieve maximum and sustainable sales results.

Analysis and Discussion

In this case, several factors influence the decline in sales at Gunung Sari Market. These factors are both external and internal.

External factors are all factors originating outside the company's environment that can influence sales. These factors are usually beyond the company's control, such as market conditions, economic situations, and trends. Consumers and so on. Distribution companies cannot completely change existing external conditions because they are beyond their control. So, what distributors can do is improve internal factors that are fully under the company's control, such as the skills and motivation of the sales force or Salesman, mastery product knowledge in depth, training or training and also effective leadership that can support sales. Operational quality is also needed to truly support teamsales in providing superior service and being able to answer customer needs optimally.

1. Coverage Pattern at Gunung Sari Market

The coverage model at Gunung Sari Market involves direct sales to 40 stores, each scheduled to visit every Wednesday, once a week. The process, from order to payment, follows:



Figure 4.2
Distributor Sales Process Flow
Source: Author

The way the salesman places an order is through a process. selling to customers where orders will be directly entered into an application SFA (Sales Force Automation) which is carried out using a cellphone with the Android system. Then the order will be sent directly to the server Distributor. The invoicer will retrieve incoming order data and invoice the following day. The printed invoice will be prepared and shipped by the logistics team, specifically the warehouse and delivery or next-day delivery. After delivery, the proceeds will be deposited with the cashier, and the administration department will pay the balance the same day.

2. Process Conditions Selling And Display

To find out more about the problems that occurred, the author conducted several interviews and direct observations at Gunung Sari Market. Salesman and the store or customer to find out the process selling and conditions display, which finally led to the following conclusions:

1. Process selling Salesman not standard

The process of selling what was done was not standard because the salesman did not use several tools such as a visual catalog of products, price list, program presentation tool or PSF. This is because the existing catalog does not yet have a completeness standard for catalog entries. This weakness has led to the process selling what is missing is the part demonstration product and features as well as selling benefit and solution. This prevents customers from getting a good visualization of the product being sold, making them less confident in purchasing the product, especially for new products or products they've never purchased before. Furthermore, customers feel they're not getting the expected benefits from purchasing the product because the discount program information is packaged unclearly. This adds to doubt and leads to many failed sales. Salesman:

2. Display products are not evenly distributed

Not all shops in Gunung Sari Market have this display and standards. Of the 40 existing stores, only about 15 stores have displays or only about 38% of the existing stores.

Here is an example photo display which is visible at Gunung Sari Market:

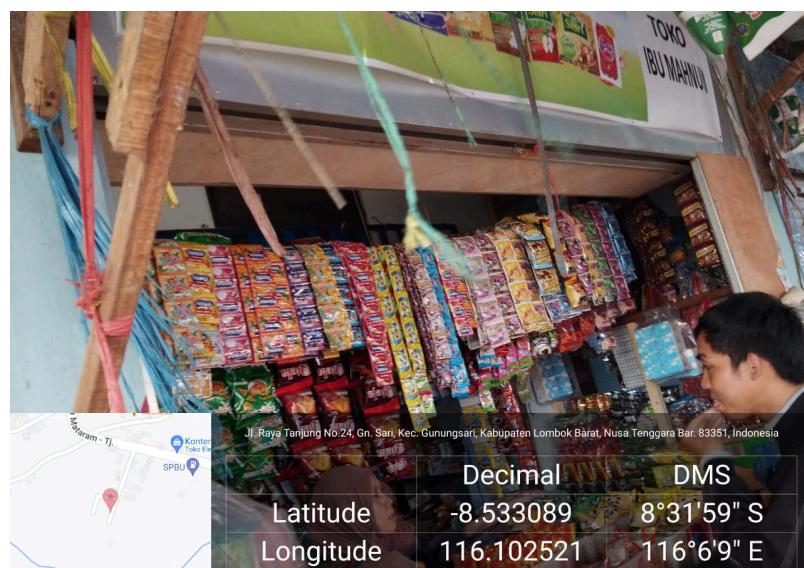


Figure 4.3
Example of Display Conditions at Gunung Sari Market
Source: Author

This problem is one of the things that makes P&G products. The items in the store are less visible, difficult to find and not easily accessible to consumers, which is thought to cause the number of sales to be less than optimal.

Visibility. What you see are not products from P&G. Instead, other products and brands are mixed and disorganized according to their categories. For example, the shampoo category should be grouped with all brands in the shampoo category, the kitchen spices category should be grouped with the same category in one place, and so on.

3. The Role of Process Selling And Display at Gunung Sari Market

The significant challenge of increasing sales will continue to arise from both stores and distributors. The resulting competition drives distributor sales teams to compete to influence stores to invest in their products. Ultimately, whoever can exert the most influence will receive a larger share of the store's investment, ultimately leading to product dominance and a win in the store. Ultimately, the winner will be the consumer at the end of the distribution chain.

This is what makes the process selling by Salesman as the spearhead of the company becomes very important and decisive. The better the quality of the process selling that is done, the stronger the influence that can be exerted by Salesman stores in selling their products.

Not only that, but the next step is ensuring that the products that have been distributed consistently sell well and quickly. This will create a continuous and recurring domino effect, which will have a significant impact on stable and consistent sales. This can be achieved by implementing display Which massive for products that have been distributed to help the product sell optimally in stores.

4. Locations Display Strategically Located in Store

In determining the location display Strategically, it is necessary to carry out some analysis first before actually determining where to go. display installed. Rules for determining display Prices in stores are not standard and will always be adjusted to conditions on the ground. Because every store has different conditions. Moreover, we're not the only ones competing and having interests; almost all products are vying for the top spot. display in store.

For small shops in the market that still provide space for customers to enter and choose goods when buying, the location is... display. The most strategic location is at the store entrance and at the very front. It's usually also near the cashier's desk or payment counter. This is where customers spend most of their time in the store, both when they first enter and when browsing and searching for products to buy. Therefore, they have a greater chance of being purchased compared to products with a lower price. display which are at the back or which are just placed on the shelf. Especially if display covered by other products and not clearly visible to customers. Location display Prices that are too high are also not recommended because they will make it difficult for customers to find and take the products they want. display. The same goes for the location display which is too low, this will also interfere with the freedom of customers when they are in the store and will make the store less comfortable and feel cramped.

Meanwhile, in small shops that do not have space for customers to enter because they are very small and usually have a divider in the form of a glass shelf between the seller and the buyer, the location display. The most strategic location is above and parallel to the glass shelves. display must be at the front and positioned appropriately, not too high and not too low, using dimensions that allow buyers to directly access the items they wish to purchase. This allows customers to easily see, find, and access products, even when they first enter the store. This increases the chances of a product selling.

For wholesale shops that are larger in terms of sales and area, the same thing applies in determining location. display strategic. The addition is that there are more points display. The more you install, the better it will be. Because the number of products sold at any given time will certainly be much greater than in small shops, so they need sufficient stock availability or stock weight.

Problem Solving Alternatives

The alternative solutions to the problem that the author carried out directly will be explained as follows:

- a. Improve the process selling Salesman non-standard

The improvement in the selling process that was carried out was by completing tools selling Salesman like a catalog visual product and create a program presentation tool or PSF (Persuasive Selling Format) effective. This will make the process that will be carried out by the Salesman whole, complete and standard.

With the catalog, it will be easier Salesman in explaining to the shop about features and benefits of the products being sold. It can also be used to offer products that have never been

distributed before or newly launched. This ease of explanation will speed up presentation times to stores. Another advantage is that stores can quickly make purchasing decisions.

Meanwhile, another positive impact is that the shop will also be able to help explain to consumers about the products sold in the shop. Knowledge can add value to the store in the eyes of consumers and customers. For example, a store can explain to young school-aged consumers who are purchasing a hair care product like conditioner for the first time. They can explain how to use it, the formula it contains, the advantages or benefits of using the product, and also provide a perspective on calculating the more economical price compared to going to a salon or more expensive modern hair care facility. All of this can only be achieved by the store if. Salesmen have the ability to explain well about the products being sold.

Catalog example visual The products that have been made are as follows:



Figure 4.4
P&G Visual Product Catalog
Source: Author

Next is the effectiveness of the presentation of the program to be carried out. If Salesman Not having a good, structured tool can potentially increase the chance of failure in your presentation. This is where it's important to create a sales program concept that directly connects to your sales target. This can increase the chances of success during your presentation. The term commonly used is PSF or Persuasive Selling Format namely a program presentation concept that is structured, clear and equipped with an interesting order-taking suggestion for the store.

With the PSF Package Program, salespeople can more easily direct and recommend stores to purchase specific quantities. This process begins with checking store inventory and then providing order suggestions tailored to the existing package program. Salesman will easily present and influence stores quickly and effectively. This is because the discounts presented are clear and easy to understand, with tiered discounts tailored to the store's preferences. Flexible, with attractive discounts at each level, this will help stores make informed decisions. It's concise, clear, concise, and effective.

A powerful combination of catalog usagevisualProducts and PSF Program Packages will be able to maximize sales. Repetition of the processsellingThis standard will improve and develop the skills of the salesperson. This will also have an impact on the time selling which will be faster due to the increased selling skills from Salesman from time to time.

The following is an example of a PSF program package that is executed:



Figure 4.5
PSF Cheap Program Package
Source: Author

a. Adding the amountdisplay

PlacedisplayStrategic planning is something that must be considered before executing. Some strategies that can be used in requesting displays from the store include first gathering information related to displays that have been in the store all this time. This is very important because it will be closely related to how we will later influence and communicate to the store regardingdisplaywhich we will install.

If the shop previously did not have a display, then after determining the location/display desired, we can provide education to the shop regarding the positive impacts ofdisplayThe features we install for the store will improve the tidiness of the store, facilitate check-outs, facilitate cleaning, and make it easier for customers to find products. This will increase the store's loyalty to us because it feels cared for. Our input will build a strong impression that we care not only about our products but also about the store as a whole. Absolutely.benefitOther things such as discounts that have been given so far can also be added to the communication carried out to gain more trust from the store.

If the previous store already displays a competitor offering incentives to the store, we need to provide more than just education; we also need to provide incentives, even if the amount is different. This is because the store's mindset is different from the incentives competitors typically offer. If the relationship is good or good willThe relationship between the salesperson and the store is already very good, so perhaps this can be overlooked. However, this is of course temporary, as a change in salesperson may not guarantee a resumption of good relations.

For conditions displayed at Gunung Sari Market in terms of quantity display in this market it is still quite small and has great potential to be developed further.DisplayThere are only about 38% of the 40 existing stores. What has been done to improve this is to increase the number of displays. The result is an increase in the number of displays from the previous 15 stores to 32 stores displaying an increase of around 213%. For the wholesale segment from 9 stores to 19 stores, while retail from 6 stores to 13 stores.

Details can be seen in the table below:

Table 4.2
Data Display Per Segment at Gunung Sari Market

Area	Segmen	# Toko	Jumlah toko yang ada displaynya (sebelum)	Jumlah toko yang ada displaynya (sesudah)	Index
Pasar Gunung Sari	Grosir	21	9	19	211%
Pasar Gunung Sari	Retail	19	6	13	217%
Pasar Gunung Sari Total	Toko (terdisplay)	40	15	32	213%

Source: Author

Meanwhile, in generalindexThe increase between before and after the research can be seen from the following graphic data:

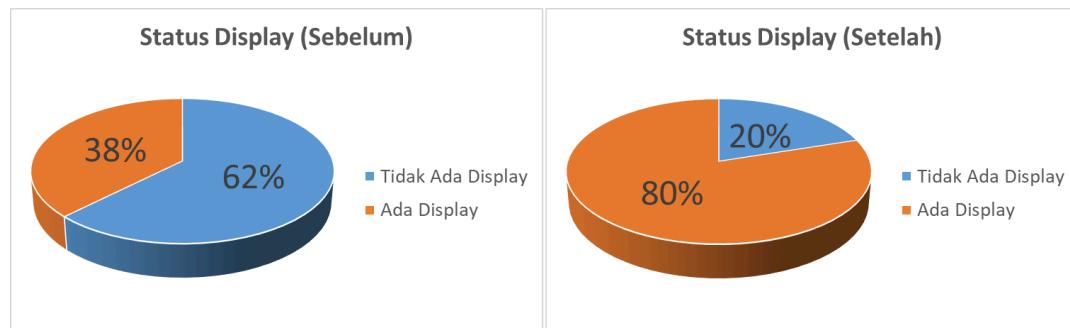


Figure 4.6
Index Display Chart at Gunung Sari Market
Source: Author

There has been an increase in the number of displays from the previous 38% to 80% and a decrease in the number of non-existent stores display from 62% to just 20%. This will certainly improve the number of selling out or store sales to consumers.

Examples of improvements made include Mahnun's and Fatimah's stores, where displays were previously missing.teaminstalling 5 hangers that can be filled with all P&G products which are sold starting from shampoos such as Pantene, H&S, Rejoiceand fabric softenerDownyFor Gillette And Oral-B own displaySeparately on the shelves near the cashier

and on the toothbrush category shelves. Making P&G products more dominant and attracts consumers who enter the store to buy. In addition, this arrangement can also create impulse buying because consumers see directly and can be influenced to make unplanned purchases, especially products Gillette And Oral-B.

For more details, please see the changes display what happened in the store by looking at some examples display the following is according to the explanation above:

Kode Toko	Nama Toko	Nama Pasar	Before (Sebelum)	After (Sesudah)
14/01/030903	MAHNUN, IBU/PASAR GUNUNG SARI DEPAN SUCI, IBU NO.	Pasar Gunung Sari	 	 
14/01/034771	FATIMAH AZZAHRA TK	Pasar Gunung Sari	 	 

Figure 4.7
Before and After Display Example at Gunung Sari Market
Source: Author

Finally, after improvements were made from the process sideselling And display for 6 months during the period of 2024, quite good results were obtained which can be seen through the following data:

Table 4.3
P&G Sales Data Per Product Segment at Gunung Sari Market

Area	Segmen	# Toko	Tahun 2023	Tahun 2024	Index
Pasar Gunung Sari	Grosir	21	302,236,033	325,532,418	108%
Pasar Gunung Sari	Retail	19	48,361,990	56,778,176	117%
Pasar Gunung Sari Total	Penjualan (Rp)	40	350,598,024	382,310,594	109%

Source: Author

Total sales of P&G products Sales at Gunung Sari Market increased by 109%, reaching 382 million in 2024 compared to 350 million in 2023, an increase of approximately 32 million. This is undoubtedly influenced by the interventions and implementations already implemented. Therefore, there is a strong correlation between the selling and display processes and the increased sales of P&G products at Gunung Sari Market during 2024.

5. CONCLUSION

Referring to the research results and discussion in the previous chapter, the author can draw a conclusion that can answer the formulation of the existing research problem, namely as follows:

1. The selling process plays a crucial role in increasing P&G product sales at Gunung Sari Market. Improving the selling process can boost sales by salespeople. A high-quality selling process will also produce high-quality sales results. Complete and standardized selling equipment will enhance the selling process.
2. Display quality significantly impacts P&G product sales at Gunung Sari Market. Prominent, neat, clean, and dominant displays can boost store sales to consumers. Ease of product discovery, availability, and optimal product availability will create customer satisfaction and loyalty. Displays can address all of these concerns.

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