***ABSTRACT***

***PT. PZ Cussons Indonesia (Bandung Depo) is one of the branches of industrial companies in the field of toiletries and fragrances. Based on the research results, there is a problem of not achieving the sales targets Imperial Leather products from years 2013-2016. The problems caused by lack of willingness salespeople in the search for new customers, salespeople less attention to the process of follow-up (follow-up) in terms of follow-up visits to the consumer.***

***The purpose of the study to investigate the implementation of personal selling, to determine the conditions of sale of products Imperial Leather, to determine how much personal selling affect to the achievement of the company's sales, to identify any obstacles encountered in the implementation of personal seliing and whatever efforts are made to overcome these problems ,***

***Based on data obtained from the research results through simple linear regression testing the positive influence of X on Y, a regression coefficient of 0.834 states that every increase of 1 unit selling will increase sales volume amounted to 0.834 units. The calculation of the coefficient of determination showed a strong correlation with the category, the results of the correlation variable Y towards variable X obtained a percentage of 82.99%.***

***Barriers faced by PT. PZ Cussons Indonesia (Bandung Depo) is an understanding of the products offered by the salesperson is still very weak because most of the educational status of salespeople only a high school and a lack of knowledge about marketing. Regarding the regulation time when salespeople in addition to seeking new customers (prospecting process) to achieve sales targets on the other hand the salesperson should make a visit to the customer to ensure the consumer.***

***The suggestions for this problem, companies should be more selective when signing the employees, especially sales force plays an important role in personal selling activities at least have experience in marketing prduk especially in the field of marketing, so that communication skills have been mastered and the company only provide guidance only, companies must expand the area sales, other than that the company should provide the distribution schedule for new consumer search and follow-up visits to the sales force in order to maximize profits every year.***

***Keywords: Personal Selling***