

## ABSTRACT

The objective of this research is to present adaptive selling as the route of strategy to sales force performance success. Adaptive selling has become a matter of on going concern in building by driving sales force characteristic and learning orientation. However related studies Baldauf and Cravens (2002); Boorom et.al., (1998); Keillor et.al., (2000); Boles et.al., (2001) are rather divergent. The key success factor of adaptive selling remain unclear, and there is lack on the comprehensive frame work of relationship based on Ellis and Raymond (1993); Setiawan (2003); Park and Holloway (2003); Shoemaker and Johlke (2002) among sales force characteristic, learning orientation, adaptive selling and sales force performance outcome. Emphasizing the adaptive selling – based view, the research explore how to present adaptive selling as the route of strategy to increase sales forces performance. This research develops literature review and integrative frame work on four construct are presented. From this review three hypotheses are promoted and tested in this study.

Non-Probability Sampling technique used are purposive sampling and quota sampling. The number of sample in this study is 140 respondents, where the respondents are the sales forces of Rattan Industrial on Cirebon. Structural Equation Modelling (SEM) in AMOS 4.01 program is used.

Result from SEM analysis fulfil Goodness of Fit Index criteria, they are : *Chi-Square* 93,013, Probability 0,057 ( $\geq 0,05$ ), RMSEA 0,044 ( $\leq 0,08$ ), CMIN/DF 1,274 ( $\leq 2,00$ ), GFI 0,911 ( $\geq 0,90$ ), AGFI 0,872 ( $\geq 0,90$ ), TLI 0,976 ( $\geq 0,95$ ), CFI 0,980 ( $\geq 0,95$ ), the result of data analysis show that model and result of study acceptable well.

Furthermore the result proof that the influence of sales force characteristic on adaptive selling is positive and significant. The influence of learning orientation on adaptive selling is positive and significant. The influence of adaptive selling on sales force performance is positive and significant. Management implication for four constructs and the future research implication of the finding on discussed.

**Keywords** : Sales Force Characteristic, Learning Orientation, Adaptive Selling and Sales Force Performance