

ABSTRACT

Salesperson training quality will optimize salesperson performance through some variables such i.e. salesperson competency and quality of territory management. The research problem in this research is how salesperson competency and quality of territory management can fill a blank gap between salesperson training quality and salesperson performance. Sample used in research are 166 respondents, that pass on the training program before, they work in various pharmacy distributor company in Central Java, Indonesia. The Data Analysis tool used in this research is Structural Equation Modeling (SEM) in AMOS 23 program.

The result of SEM analysis tells that only 3 out of 4 hypothesis has been accepted. In order to fulfill increasing salesperson performance, salesperson competency affected positively and significant by salesperson performance training quality, quality of territory management affected positively and significant by salesperson competency, salesperson performance affected positively and significant by quality of territory management. While salesperson competency doesn't affect significantly to salesperson performance

Keywords: *salesperson training quality, salesperson competency, quality of territory management, salesperson performance.*