

## ABSTRACT

Keysha Azahra Ramadhani (2022021119)

### CLIENT ACQUISITION PROCESS AS SALES EXECUTIVE AT PT IMAN KREASI GLOBAL

*This professional work report discusses the experience of the practitioner during the professional work program as a Sales Executive at PT Iman Kreasi Global, a company engaged in digital marketing. The main objective of this activity is to directly understand the client acquisition strategy through a digital approach and strengthening sustainable business relationships. The practitioner is involved in various main activities, including market research, searching for and identifying potential clients, preparing and submitting cooperation proposals, and the negotiation process to reach an agreement.*

*During the professional work period, the practitioner faced various challenges such as the difficulty of finding the right prospects, tight market competition, and rejection from potential clients. However, through the implementation of effective communication strategies, utilization of digital platforms (such as social media and Google Ads), and collaboration with internal teams, the practitioner managed to obtain five new clients. This report also describes the practitioner's learning regarding the importance of in-depth research, data-based strategies, and the ability to adapt to digital market dynamics. The results of this professional work are expected to provide a real contribution to the company while enriching the practitioner's competence in the field of digital marketing.*

**Keywords:** sales executive, digital marketing, client acquisition, negotiation, marketing strategy.