

ABSTRACT

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KEGIATAN KERJA PROFESI SEBAGAI SALES DAN MARKETING DI TUSCANY BOUTIQUE HOTEL SERPONG

The activity of buying and selling products between producers and potential consumers can occur because of the offers made. In this activity, the role of sales is very important in selling a company's products to make offers to the public who are considered as target consumers. Sales functions and responsibilities are to market the company's products and services to the public by implementing the best marketing strategies. In this strategy, of course, a salesperson must know market conditions and consumer behavior patterns, so that they can identify the company's target consumers who are on target.

The purpose of preparing this professional work report is to find out how the role of sales in the sales traffic of a company's products, and how a salesperson can identify patterns of consumer behavior, especially in property companies. On this professional job opportunity, the practitioner participates in carrying out activities as sales and marketing at the Tuscany Boutique Hotel. And of course, in the implementation of this work practice, the practitioner is under the supervision of the Sales and Marketing Manager.

Keywords: *Marketing, property, product, consumer.*