

## ABSTRACT

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### EFEKTIVITAS STRATEGI PEMBERIAN INSENTIF TELE SALES OFFICER UNTUK PENINGKATAN PENJUALAN PADA PT VALBURY ASIA FUTURES

*Professional Work Activity (KP) is a course that aims to create professional workforce candidates, increase knowledge and experience. The more marketing strategies that can be carried out by agencies, the greater the company's opportunity to gain competitive advantage to achieve the company's vision. Various ways are carried out by the company, it is expected that employees can still be committed to the company, the company must still be able to provide employee satisfaction. By always trying to meet the needs of employees both financially and non-financially, there are many supporting facilities. One of them is by giving incentives. Providing incentives is a driver that can motivate employees to provide maximum and efficient performance. This incentive strategy aims to increase sales at PT Valbury Asia Futures. The policy of providing incentives to Tele Sales Officers (TSO) at PT Valbury Asia Futures is considered effective in increasing sales of the Online Division at PT Valbury Asia Futures.*

**Keywords:** *Incentives, Increased Sales, Investment, Futures Products.*