

ABSTRACT

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IMPLEMENTATION OF MOBILKU CREDIT MARKETING HEAD WORK FUNCTION AT PT WOM FINANCE TBK CILEDUG BRANCH

Professional work practice is carried out at PT WOM Finance Ciledug branch, while carrying out professional work as MobilKu Credit Marketing Head the practitioner works under the supervision of the MobilKu Branch Head and Manager who has an important role to assist the marketing team in achieving sales achievement targets in accordance with MobilKu's KPIs, conducting control monitoring team activities in the field, screening credit application application maps starting from the beginning of the application process journeysubmitted by the survey team using the WOM Finance Mobile Survey application, building good relationships with partner agents and the telesales team, providing calculations and detailed loan estimates for consumers using toll calculations that apply, carry out the recruitment process, survey the location of prospective candidates' residences, provide training and product training forthe MobilKu team, conduct team activity assistance in the field for new workerswho will become the MobilKu team, carry out engine checks which are carried out routinely weekly with the Branch Head, i.e. every On Friday, apart from that, there is also a monthly achievement review called BPR (Branch Performance Review) activity with all marketing divisions in the branch if sales target achievement sales are not achieved.

Keywords: *Professional work practice, Credit Marketing Head MobilKu, Team Marketing, Target Achievement Sales*