

**Value-Based Selling Strategies Implementation to Drive Sales Performance in
Business Unit Instrumentation at PT XYZ**

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STATEMENT BY THE AUTHOR

I hereby declare that this submission is my own work and to the best of my knowledge, it contains no material previously published or written by another person, nor material which to a substantial extent has been accepted for the award of any other degree or diploma at any educational institution, except where due acknowledgement is made in the thesis.



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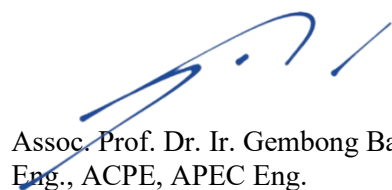


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ABSTRACT

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This research aims to evaluate the implementation of Value-Based Selling (VBS) as a strategic approach to improving sales performance in the instrumentation business unit of PT XYZ. The study uses the DMAIC framework (Define, Measure, Analyze, Improve, Control) and data triangulation from sales surveys, internal performance data, and customer feedback. The implementation was carried out over 10 weeks in two main industry segments: palm oil and water utilities, involving 13 salespeople and product specialist support. The results show that VBS enhances communication effectiveness, accelerates the sales cycle, and increases customer trust in the offered solutions. There is an increase in sales target achievement and the number of orders from Q2 to Q3 of fiscal year 2025. However, year-on-year comparisons indicate a decline in performance compared to Q3 2024, suggesting that the adoption of VBS is still in the early stages and requires strengthening of competencies and organizational support. This research concludes that VBS has great potential in transforming B2B sales strategies, but its success depends on ongoing training, proper customer segmentation, and the integration of sales tools. These findings provide practical and academic contributions to the development of value-based sales strategies in Indonesia's B2B industry.

Keywords: Value-Based Selling, sales strategy, DMAIC, sales transformation, B2B.



DEDICATION

I dedicate this works for the future: brighter, wiser, and more meaningful.



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