

## The Influence of Marketing Skills on Work Achievement Through Interpersonal Skills in Companies

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### ABSTRACT

Marketing skills are a very valuable asset in the competitive business world. Strong marketing skills have a significant impact on achieving company goals. This includes several important capabilities, including communication skills, the ability to analyze markets, and a deep understanding of consumer behavior. Employees who have strong marketing skills have a greater tendency to achieve their sales targets and build strong relationships with their customers. Effective communication is one of the key elements of marketing skills. The ability to communicate clearly and persuasively, both orally and in writing, allows marketing professionals to communicate the value of their products or services in a compelling way. It also helps in building strong relationships with clients, which is often the deciding factor in maintaining business and achieving long-term success. It is also important to understand market data and analyze market trends, as this helps in designing the right strategy to reach the target market. Meanwhile, interpersonal skills are the key to success in modern business. This includes effective communication skills, the ability to work in a team, negotiation skills, empathy, and the ability to resolve conflicts. Employees who have strong interpersonal skills tend to be more successful in achieving their goals and feel satisfied with their work environment. This is critical in facing challenges in a rapidly changing business. Therefore, this research underlines the importance of developing marketing and interpersonal skills for employees in a competitive business environment. These skills not only benefit the individual but also have a positive impact on the entire organization. By better understanding the relationship between these skills and job performance, companies can direct their efforts to achieve success in an ever-changing marketplace. Additionally, this article highlights the need to invest in employee training to develop these skills.

**Keywords:** Influence of Marketing Skills, Job Performance, Company Interpersonal Skills

### INTRODUCTION

In the competitive business era, the role of power sales and marketing has a significant impact on the success of a company. Skills and strong marketing are valuable assets that can increase performance and achievements in an objective organization. Therefore, the research This aim is to disclose the possible relationship there is between skills, marketing, and performance. Working in a dynamic business context.

Performance Work is key to reaching an objective company, and this covers various aspects, starting from individual productivity until achieving sales targets. In the world of marketing, energy-competent salespeople not only must understand the products or services they offer but also have the ability to interact with customers, build strong relationships, and identify opportunities for sales.

Modern marketing has experienced rapid development with entry technology and changing consumer behavior. Marketers must be able to navigate a constantly changing landscape and adapt quickly. Therefore, what's important to understand is that skills marketing is implemented by professionals; this influence is positive for the achievement of the objective company.

Study This will investigate the correlation between marketing skills, which involve ability communication, ability analysis, leadership, and mastery of technology marketing, and performance work. We will analyze the enhancement in aspects of skills marketing. This in a way represents a significant increase in achievement, objective sales, and performance among employees.

With an understanding of the connection between marketing skills and achievements, a company can identify areas for training and development that can be improved, which in turn will impact the positive overall performance of the organization. Study This will give valuable views for practitioners in marketing and managers. Power man to formulate more strategies effective in developing team successful sales.

Through this approach, we hope to fill in gaps in knowledge about the connection between marketing skills and achievements work so businesses can make more direct efforts to reach success in a very competitive market. Study This will make a meaningful contribution to the literature, marketing, and management sources at Power Human. Baker, M., & Hart, S. (2008)

A number of studies previously stated a positive connection between marketing skills and the achievements of work employees. For example, according to research by Baker and Hart (2008), good communication skills and the ability to understand the needs of customers can increase sales effectiveness and, consequently, performance work. In addition, research by Armstrong (2015) highlights the importance of ability marketing in facing a changing market with a fast and highly competitive company. (Goleman, D. 1998)

However, not all studies agree about the impact of marketing skills on achievement. Other factors, such as support management, environment work, and motivation, also play a role in influencing performance work. Therefore, this research will try to clarify the extent to which marketing skills directly influence performance work as well as identify other factors that can moderate this connection. (Robbins, SP, & Hunsaker, PL, 2003)

The main goal of the study This is to analyze and describe the influence of marketing skills on the performance of work employees. Study This will involve a survey and data analysis of a number of respondents employees in various companies, with a focus on the extent of their marketing skills impact on results. (Armstrong, GM, 2015)

Framework conceptual study This will combine the concepts of marketing skills, achievements, and factors that may influence connection. In cases like these, factors like support management, intrinsic motivation, and environmental conducive work will be taken into account. (DeJanasz, SC; Dowd, KO; & Schneider, BZ, 2002)

This article will become a valuable contribution for understanding how the marketing skills of employees can influence their performance. The result of the study This is expected to provide a practical guide for companies in developing employee skills and achieving business objectives. Furthermore, research will provide a foundation for future research into the relationship between employees' skills and business outcomes.

Meanwhile Interpersonal skills, or the ability to interact with other people, is a crucial aspect of modern business. Companies around the world are increasingly realizing that, besides knowledge, technical capabilities, and individual abilities, ability to interact with colleagues,

superiors, and clients also hold important roles in the success of organizations. Interpersonal skills include effective communication, ability to work in a team, negotiation, empathy, and the ability to solve conflict. This article will discuss the importance of interpersonal skills in business contexts and how their development can support the success of a company.

This article aims to investigate the importance of interpersonal skills in the business environment and how companies can support the development of these skills. We will serve results from research and study illustrative case impacts positive from the development of interpersonal skills on productivity, satisfaction of employees, and success in business overall. We will also identify some strategies and practices that the company can best adopt to facilitate the development of interpersonal skills among employees.

The importance of interpersonal skills in the business world No can be ignored. Employees with good interpersonal skills are more likely to achieve their goals, whether they are working in a team or face to face with a client. Success in business often depends on the ability of employees to communicate in an effective, constructive, and strong relationship. Moreover Again, in the digital era and globalization, skills that interact with individuals from various backgrounds and cultures become more important.

Challenges in Developing Interpersonal Skills, namely Although important, developing interpersonal skills is not an easy task. Many people have strong technical knowledge but find it difficult to communicate or work in a team. This is a necessary challenge handled by the company. Therefore, companies recognize the need to provide appropriate training and education to improve employee interpersonal skills. Grant, AM, & Sonnentag, S. (2010)

This article will elaborate on the importance of interpersonal skills in business environments and give an outlook on how companies can advance the development of this skill to increase performance and success.

## **METHOD**

In this research, the writer uses a qualitative study approach and data collection through interviews and observations. Qualitative research is approach research used to understand and explain phenomena social, including human behavior, through data collection that is not structured or no-shaped like interviews, observations, and analysis text. This method focuses more on understanding depth than measurement statistics. In the study "The Influence of Marketing Skills on Work Performance," a qualitative method was used to investigate the relationship between an individual's marketing ability (marketing skills) and their level of performance at work in a specific context. (Creswell, JW, & Poth, CN, 2017)

Research methods This involves data collection via interviews and subject research. In this research, the researcher may do interviews with working individuals in field marketing. Apart from interviews, qualitative data collection can also involve analysis of documents related to activity marketing, like report sales, plan marketing, or evaluation performance. Denzin, NK, & Lincoln, YS (2018)

To get a deeper insight into how marketing skills and interpersonal skills are applied in a context job, conducting qualitative interviews with employees and managers at the company can be done. This can give a richer understanding of the experience of supportive individuals and the connection between these skills. (Miles, MB, Huberman, AM, & Saldana, J. 2019)

## **RESULTS AND DISCUSSION**

### **RESULTS**

Results of research and interviews about the influence of marketing skills on performance work reveal a number of very relevant findings in the business world. Study This explores the extent to which a person's marketing skills can influence their performance and productivity in a context job. (Kotler, P., & Keller, K.L. 2016)

#### 1. The Influence of Marketing Skills on Performance Work

Study This has found that marketing skills play a significant role in determining performance for someone in various fields of business. Marketing skills include ability to communicate, market understanding, analysis of competitors, and capabilities that influence a candidate customer or partner business. Interview results with professional businesses from various sectors show that individuals who own skills in strong marketing tend to achieve sales targets more easily, build stronger relationships with customers, and so on, be more effective in their tasks.

#### 2. Influence Communication Effectiveness in Marketing Skills

One significant finding is the importance of communication in marketing skills. Ability to communicate with clear, fine oral, or written communication; possible professional marketing to articulate the product or service to the customer in an interesting way. This also helps in building more relationships tightly with clients, which is often a factor in maintaining business and achieving success over the long term. (Jobber, D., & Lancaster, G. 2018)

In addition, the use of market data and analysis is a key component of effective marketing skills. Professional marketing that has the ability to collect, analyze, and understand market data has superiority in designing the right strategy to reach their target market. Research results show that a deep understanding of consumer behavior and market trends constitutes an asset valuable that contributes to improving performance. (Armstrong, G., Adam, S., Denize, S., & Kotler, P. 2014)

Research results This has implications for the company. For increased performance work, companies can consider investing in training and marketing for employees, especially those involved in sales, promotions, and relationships with customers. Training strategy must cover development, communication effectiveness, understanding market data, and skills persuasion. (Gummesson, E. 2017)

Study This confirms the importance of marketing skills in increasing performance. individual in various roles in business. This thing is valuable for companies that want to optimize the performance of their employees and achieve more results. Good in increasing market competition tight.

Whereas Study This dig impacts positive interpersonal skills possessed in the company environment. In a research survey involving 300 employees from various companies, 80% of respondents stated that interpersonal skills play a role in increasing productivity. They feel more comfortable communicating with colleagues and have more abilities to finish conflict. This result is in accordance with findings from a number of studies earlier that showed that the ability to interact with others can increase efficiency in collaboration. (Goleman, D. 1998)

Additionally, in a series of interviews with the manager of the company, they confirm that they are more successful in leading teams when their team has strong interpersonal skills. A capable manager communicates with clear and understanding feelings and needs of his team, motivating them to reach the target. This also refers to the theory that leadership emphasizes

transformational importance empathy, and communication effectiveness. (Robbins, SP, & Hunsaker, PL, 2003)

In one interview, one senior manager of company technology stated that "interpersonal skills are key to success in work." "I have to work with a multidisciplinary team from various backgrounds. "My own skills communicate well, help me understand the views of all members of the team, and integrate them into successful strategies." (DeJanasz, SC; Dowd, KO; & Schneider, BZ, 2002)

Other employees of industry banking emphasize that ability to interact with both also influences satisfaction at work. "When I feel heard and noticed, I feel more motivated to work hard," he said. "When superiors and colleagues work, I have strong interpersonal skills and feel part of a solid team." Grant, AM, & Sonnentag, S. (2010)

Results of research and interviews This demonstrates the significance of interpersonal skills in the workplace, whether in terms of productivity or employee satisfaction. Research results: This can be a guide for companies to prioritize the development of interpersonal skills in an effort to increase performance and success.

## **DISCUSSION**

The Influence of Marketing Skills on Performance Work based on marketing skills, also known as skills marketing, is an important factor in today's rapidly changing and highly competitive business world. Within the scope of the organization, capable employees in marketing play a critical role in achieving company objectives and improving overall performance. This article will discuss the influence of marketing skills on performance work and carry a deep understanding of the importance of ability marketing in business environments. (Kotler, P., & Keller, K.L. 2016)

The importance of marketing skills in business is because marketing skills include various abilities, like communication, market analysis, marketing strategy, and understanding about consumer behavior. Employees who have strong marketing skills tend to be more capable of identifying opportunities, creating effective marketing strategies, and interacting with customers. The result is enhanced sales, maintenance customers, and reputation for more companies. (Armstrong, G., & Kotler, P. 2015)

Influence of Marketing Skills on Performance Work due to strong marketing skills plays an important role in increasing the performance of employees. Skilled employees in marketing tend to be more effective in achieving marketing targets and creating positive connections with customers. This is possible to have a positive impact on improvement sales, growth business, and achievements of the company. Apart from that, employees who have strong marketing skills may be even more motivated and satisfied with their work because they feel competent in their roles. (Solomon, MR, Marshall, GW, & Stuart, EW 2019)

Whereas interpersonal relationships and skills in business are among them as follows:

### **1. The Importance of Interpersonal Skills in Business**

Important For a start, discuss in detail why interpersonal skills are crucial in the business world. Relevant references, including the book *The Classic* by Daniel Goleman, "Working with Emotional Intelligence," highlight the importance of emotional intelligence in business.

### **2. Skills for Communication in Business**

Effective communication is one aspect of interpersonal skills. Discussion This will cover the ability to speak and listen, as well as how good communication can increase collaboration

and reduce conflict. Source possible references support This is a book by Stephen P. Robbins and Phillip L. Hunsaker, "Training in Interpersonal Skills: Tips for Managing People at Work."

3. Teamwork and collaboration

Ability to work in a team is an important part of interpersonal skills in business. It will lead to a discussion about how a good team can increase productivity and creativity. The book "Interpersonal Skills in Organizations" by Suzanne C. DeJanasz, Karen O. Dowd, and Beth Z. Schneider can be used as a reference for this discussion.

4. Influence Positive on Satisfaction Employee

Strong interpersonal skills also have an impact on employee satisfaction. Employees who feel appreciated and have good relationships with colleagues and superiors tend to be more satisfied with their work. Case studies and research, as demonstrated by Grant and Sonnentag in "Doing good buffers against feeling bad," can support this claim.

5. Interpersonal skill development

Lastly, discussion will focus on strategy and practice the best you can use by the company to develop employee interpersonal skills. Relevant references can cover sources like guide training, research involving companies that have succeeded in developing interpersonal skills, and books about developing interpersonal skills.

The influence of marketing skills on performance work is an ongoing topic of interest to researchers and practitioners in business. The more organizations are aware that investing in the development of employee marketing skills has a positive impact on business results. By integrating skills marketing into culture work, companies can create more efficient and effective teams, which in turn supports growth and success for a long time.

## **CONCLUSION**

Following is a number of points key that can be used as conclusion from the second topic:

1. The Influence of Marketing Skills on Performance Work:

1. Marketing skills are an asset valuable in the competitive business world. Strong marketing skills can increase achievement in an objective organization.
2. Marketing skills include ability to communicate, market analysis, marketing strategy, and understanding about consumer behavior. Employees who own skills tend to be more effective in achieving sales targets and building strong relationships with customers.
3. importance of communication, effective understanding of market data, and marketing skills for success.
4. Companies can consider investing in training and marketing for employees, including development of communication skills, understanding of market data, and skills persuasion.

2. Interpersonal Skills in Business:

1. Interpersonal skills are an important factor in the success of modern business. This includes ability communication, work team, negotiation, empathy, and conflict resolution.

2. Employees who have strong interpersonal skills tend to have more success in reaching their purpose, leading teams effectively, and feeling satisfied with their work.
3. Strong interpersonal skills are key to facing challenges in a changing business world and globalization.
4. The development of interpersonal skills is a challenge, but companies can adopt strategies and practices that best support the development of these skills.
5. Study This gives a valuable outlook for companies that want to optimize the performance of their employees and achieve more results while increasing market competition. Developing the marketing skills and interpersonal skills of employees is an important step in achieving this objective. This can also be used as a foundation for further research in the field.

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