

CHAPTER 4

BEST PRACTICES

Based on the description in chapter three, it can be concluded that the workforce requires high initiative, individual expertise and good interpersonal communication skills.

The internship program that had been completed by the writer for six months at PT. Pura Barutama Indostamping Unit gives chances for the writer to:

1. gain experiential learning by getting involved in the marketing activities of the company. The writer was able to implement the knowledge she received and learned in class at the workplace, such as the *English for Specific Purposes* and *Business Letter* courses which contributed a lot to the process of making an offer letter, *Marketing* course that supported the product offering process, and *Media & Technology* course that was helpful for creating product brochure.
2. learn how to master product knowledge independently and be proactive in getting to know overall information about the company and its products. It is mandatory for a marketing sales staff to master the company's product knowledge to support the marketing process so that it can go smoothly. By proactively learning and mastering product knowledge, the writer was able to give explanation about product information precisely and convincingly, increase product and company's

credibility, able to describe product specifications in the offer letter, able to differentiate customers each for stamping foil, window film, and special printing film target market in arranging the customer database, and able to determine product brochure concept and design in creating company's brochure. A visible impact resulted from the writer's product knowledge mastery can be seen from the increase of customer response to the offer letter. Some of the knowledge about product specifications gained by the writer are the differences between hot stamping foil and the cold one, various types of stamping foil (metallic foil, pigment foil, pearlescent foil, patterned foil, clear foil, security foil, holographic foil, and high refractive index transparent foil), and the various customized contents of window film (percentage of the inking, nano ceramic contents, infra-red cut, UV glare, and usage of security film).

3. gain a lot of knowledge and skills related to marketing duties, especially in the process of searching for customers and creating an offer letter. The writer learned how to look for and approach customers professionally from the initial stage. The writer also learned how to make a proper offer letter and its contents (**Figure 2.2**). Since an offer letter is a form of introduction to customers about the company and its products, it must be made as good as possible to leave a memorable first impression on the customers. A good offer letter should include:
 - a. hook sentences that identify what the customers' needs and why in the opening paragraph,

- b. key information in the body paragraph (product introduction and specifications) for the customers to receive and understand the information better,
 - c. testimonials or statistics that can boost the product's credibility and convince customers,
 - d. a call to action in the closing paragraph and provide credible contact information at the bottom of the letter for the customers so they will be able to contact the company.
4. learn new experience and knowledge in the work setting. The writer experienced the differences in socializing in the college and in the work environment. There are some limitations that indicate a close bond but maintain professionalism. By being professional, no matter how close one is to another, an individual still has to think and act objectively, especially for company-related matters. Other than that, the writer learned how to adapt in the work environment which required good interpersonal skills, namely communication. In a work setting, differences in personality, belief, and point of view may be a major obstacle for the employees to come into an agreement in resolving problems. Therefore, learning to deal with differences in the work environment enhances the writer's interpersonal skill.