

Unit 11 - Communications



Integrated Marketing
Communications: Personal Selling
and Direct Marketing

The Nature of Personal Selling



- ✓ The term *salesperson* covers a wide spectrum of positions from:
 - ✓ Order taker (department store salesperson)
 - ✓ Order getter (someone engaged in creative selling)

The Role of the Sales Force



- ✓ Involves two-way, personal communication between salespeople and individual customers.
- ✓ Personal selling is effective because salespeople can:
 - ✓ probe customers to learn more about their problems,
 - ✓ adjust the marketing offer to fit the special needs of each customer,
 - ✓ negotiate terms of sale, and
 - ✓ build long-term personal relationships with key decision makers.

The Role of the Sales Force



Represent the Company
to Customers to *Produce
Company Profit*

Sales Force
Serves as a Critical Link
Between a Company and its Customers Since They:

Represent Customers to
the Company to *Produce
Customer Satisfaction*

Training Salespeople

The Average Sales Training Program lasts for Four Months and Has the Following Goals:

Help Salespeople Know & Identify With the Company

Learn About the Products

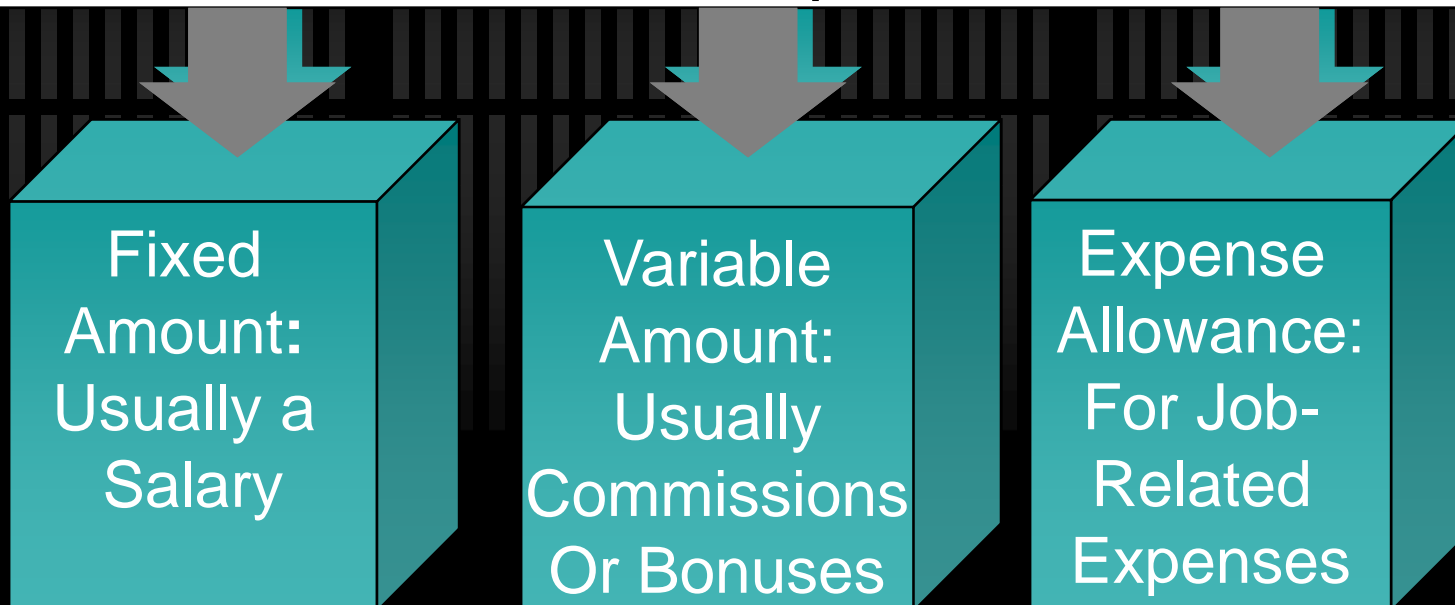
Learn About Competitors' and Customers' Characteristics

Learn How to Make Effective Presentations

Understand Field Procedures and Responsibilities

Compensating Salespeople

To Attract Salespeople, a Company Must Have an Attractive Plan Made Up of Several Elements



Fringe Benefits Provide Job Security and Satisfaction

Supervising Salespeople


Directing Salespeople

- Identify Customer Targets & Call Norms
- Time Spent Prospecting for New Accounts
- Use Sales Time Efficiently
 - Annual Call Plan
 - Time-and-Duty Analysis
 - Sales Force Automation

Motivating Salespeople

- Organisational Climate
- Sales Quotas
- Positive Incentives
 - Sales Meetings
 - Sales Contests
 - Honors and Trips
 - Merchandise/Cash

What is Relationship Marketing?



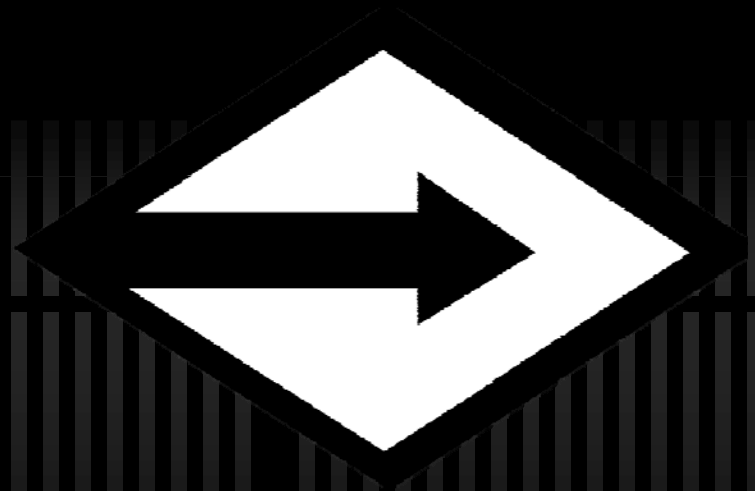
Relationship Marketing Emphasizes
Maintaining Profitable Long-Term
Relationships with Customers by
Creating Superior Customer Value
and Satisfaction.

Interactive Student Assignments

- ✓ Form students into groups of three to five. Each group should answer the following questions:
 - ✓ Explain the meaning of relationship marketing.
 - ✓ Describe how relationship marketing might be used in selling a new car.

Mass Marketing and Direct Marketing

Most Mass Marketing
Involves One-Way
Communications
Aimed At Consumers.



Direct Marketing
Involves Two-Way
Interactions With
Customers.

The New Direct Marketing Model



- ✓ Some firms use direct marketing as a supplemental medium.
- ✓ For many companies, direct marketing – especially Internet and e-commerce companies – constitutes a new and complete model for doing business.
- ✓ Some firms use the new direct model as their only approach.
- ✓ New marketing model of the next millennium.

Benefits and Growth of Direct Marketing



✓ Benefits to Buyers

- ✓ Convenient
- ✓ Easy to use
- ✓ Private
- ✓ Product access and selection
- ✓ Abundance of information
- ✓ Immediate
- ✓ Interactive

✓ Benefits to Sellers

- ✓ Consumer relationship building
- ✓ Reduces costs
- ✓ Increases speed and efficiency
- ✓ Provides flexibility
- ✓ Global medium

Customer Databases and Marketing

- ✓ Customer Databases are an Organised Collection of Comprehensive Data About Individual Customers or Prospects.
- ✓ Allows companies to offer fine-tuned marketing offers and communications to customers.



Forms of Direct Marketing



Forms of Direct Marketing

✓ Telephone Marketing

- ✓ Represents 36% of direct marketing sales.
- ✓ *Outbound* telephone marketing sells directly to customers.
- ✓ *Inbound* numbers provide a toll-free number to receive orders.

✓ Direct-Mail Marketing

- ✓ Represents 31% of direct marketing sales.
- ✓ High target-market selectivity.
- ✓ Personalized & flexible.
- ✓ Allows easy measurement of results.
- ✓ Fax mail, e-mail, voice mail are now popular

Forms of Direct Marketing

✓ Catalog Marketing

- ✓ Printed, selling multiple products, offering direct ordering mechanism.
- ✓ Printed catalogs remain the primary medium, but many are now electronic.

✓ Direct-Response TV Marketing

- ✓ Direct-response advertising – marketers air TV spots or infomercials.
- ✓ Home shopping channels – entire programs or channels dedicated to selling goods and services.

✓ Kiosk Marketing

- ✓ Placing information and ordering machines at various locations.

Public Policy and Ethical Issues in Direct Marketing

