



**SILESIA
UNIVERSITY**

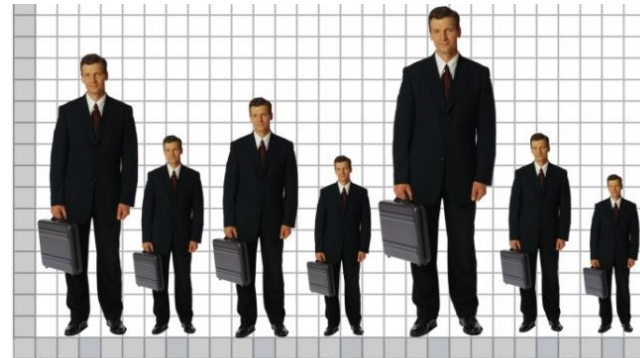
SCHOOL OF BUSINESS
ADMINISTRATION IN KARVINA

PEOPLE IN FINANCIAL SERVICES

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MARKETING OF FINANCIAL SERVICES/NAMAF

OUTLINE OF THE LECTURE

1. Human factor in FS
2. Internal marketing
3. Multilevel marketing
4. The importance of personal selling



1. HUMAN FACTOR IN FINANCIAL SERVICES

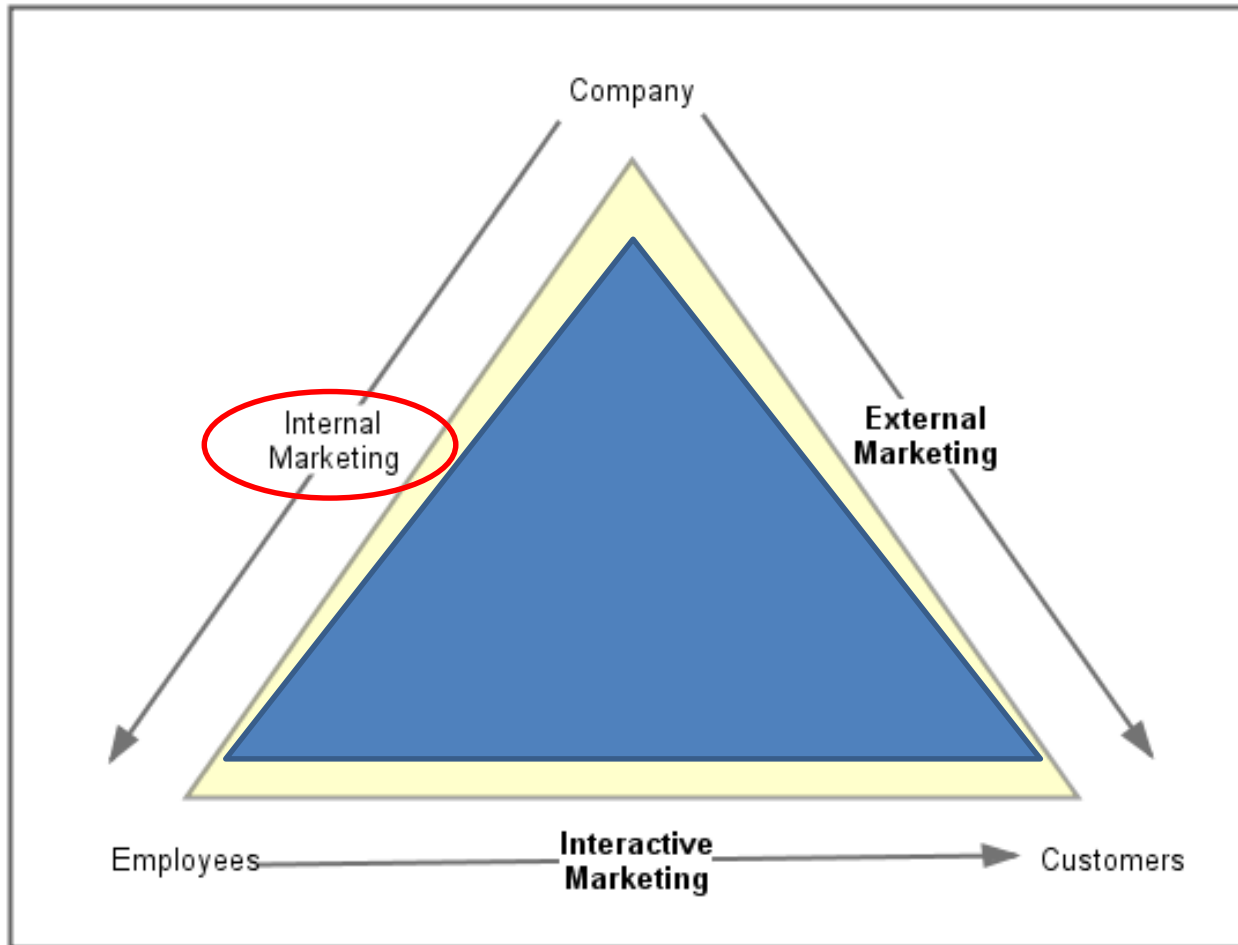
- **Participation of employees:**
 - Employees FRONT OFFICE (first line) ⇒ ↑ fluctuations.
 - Employees BACK OFFICE (second line) ⇒ ↓ fluctuations.
- **Participation of customers:**
 - The role of financial services co-producers.
 - The role of financial services users.
 - The role of financial services informant (WoM).



2. INTERNAL MARKETING

- Internal marketing is ongoing process that occurs strictly within a company or organization whereby the functional process is to aligns, motivates and empowers employees at all management levels to consistently deliver a satisfying customer experience.
- Every business has at least two types of customers: internal and external. While companies usually focus on the external customers - the people who purchase their products and services - internal customers are also important.
- **Internal customers are the employees that work for the company.** Regardless of their job function, they rely on other employees, teams, and the company for support and information. As a result, marketing to these internal customers is a vital aspect to the effectiveness of a company.

INTERNAL MARKETING



ASPECTS OF INTERNAL MARKETING

- **Every employee and every department in the company plays a dual role of internal customers and internal suppliers.**
- All employees must work in a way that is consistent with the corporate mission, strategy and defined goals.
- Part of HR.



CORRECT INTERNAL MARKETING

- Increase in effective internal communication.
- Greatly increase in the employees' working efficiency and their morale.
- It also strengthens the corporate culture.
- Increase in the competitiveness of the company.
- Finally, it also saves the costs.

„Satisfied employees serve their customers better than a disgruntled employee.“



PROPOSITION



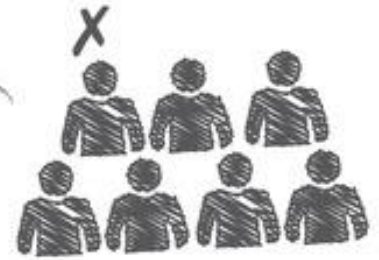
EXPERIENCE



ENGAGEMENT



EMPLOYER BRANDING



TALENT



COMMUNICATION



REPUTATION

GENERAL CATEGORIZATION OF EMPLOYEES IN FINANCIAL SERVICES

A. According to the scope of powers and responsibilities

- **Top management level** - top management
- **Middle management level** - directors of branches
- **Lower management level** – department manager
- **Operational level** - employees



GENERAL CATEGORIZATION OF EMPLOYEES IN FINANCIAL SERVICES

B. According to the involvement of employees in the sales process

- **immediate** - people whose main role is to initiate and maintain relationships with clients ⇒ **FRONT OFFICE**
- **mediated** - bank employees whose function is to support workers who are in direct contact with clients ⇒ **BACK OFFICE**



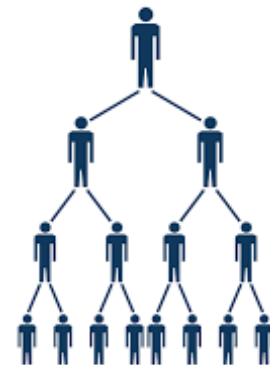
GENERAL CATEGORIZATION OF EMPLOYEES IN FINANCIAL SERVICES

C. According to the frequency of contact with the client and participation in regular marketing activities

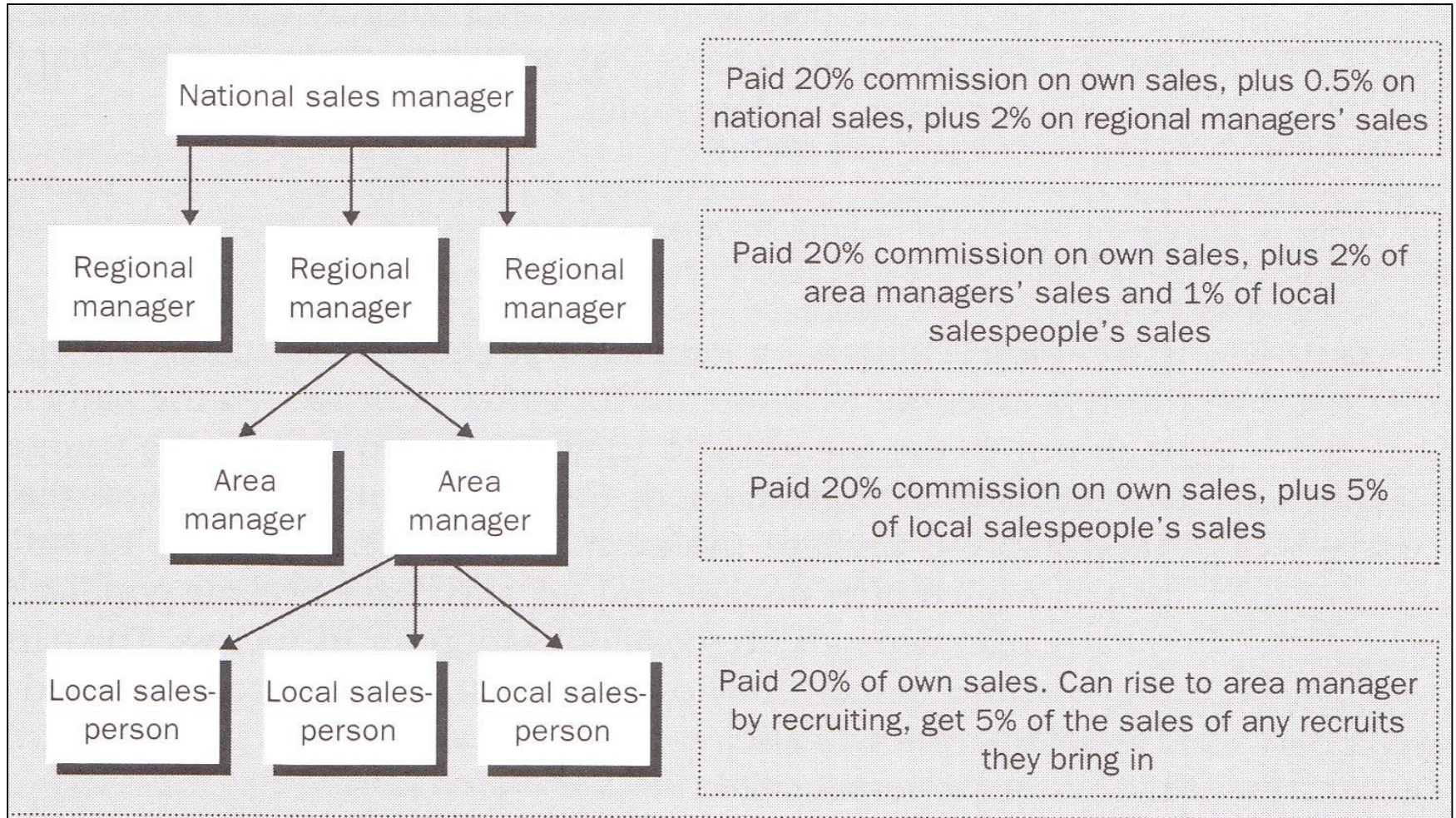
	<i>Direct relation to marketing mix</i>	<i>Indirect relation to marketing mix</i>
<i>Frequent contact with customer</i>	Contact staff	Operating staff
<i>None or sporadic contact with customer</i>	Conceptual staff	Supportive staff

2. MULTILEVEL MARKETING

- Direct sales using the distribution net of independent distributors, which step by step recruit, train and motivate next sellers.
- In MLM organisation each salesperson has two areas of responsibility, first to sell the product to family, friends and work colleagues and second to recruit more salespeople.
- Each salesperson is paid on a commission-only basis, with no basic salary.
- Advantages (customer and salesperson).
- Multilevel marketing can be implemented very easily in financial services (various kinds of insurance, etc.).



MULTILEVEL MARKETING SCHEME



3. THE IMPORTANCE OF PERSONAL SELLING

- Personal selling is the process of influencing the customer through personal contact (element of marketing communication mix).
- **Seller abilities** (persuasiveness, ability of observation, the ability to influence behaviour, speech,...) x **seller properties** (initiative, judgment, sense of commerce, ...).
- **Advantages:** impact, targeting, interactivity, relationships, ...
- **Disadvantages:** cost, reach and frequency, control, ...



THE IMPORTANCE OF PERSONAL SELLING

Nature of salesperson - customer relationship:

- Quality of relationship
- Relative power/dependence
- Level of cooperation/conflict
- Expectations

Behaviour of salesperson:

- Cultural awareness
- Adaptation to customer
- Relationship vs. Deal orientation
- Usage of influential technique

EFFECTIVE PERSONAL SELLING

Resources of salesperson:

- Training/analytic skills
- Product/customer knowledge
- Available alternatives
- Company image/profile

Nature of customer buying task:

- Needs and believes
- Relationship vs. deal orientation
- Available alternatives
- Importance of buying taste

4. THE IMPORTANCE OF NONVERBAL COMMUNICATION

- **Type of personal communication:** verbal x nonverbal (facial expressions, haptics, kinesics, proxemics, gesture, ...) ⇒ incongruence (inconsistency between verbal and nonverbal communication)
- **Halo effect** (55 % appearance, 38 % voice, 7 % of communication content)!
- **Importance of non-verbal communication (body language):**
 - 7% - textual behaviour (material content words)
 - 38% - vocal behaviour (the melody and rhythm of speech)
 - 55% - facial behaviours (facial expression, speech of the human body)
- Over 700 000 possible physical signals can be sent through body movement alone. 60 to 75 % of all meaning is communicated non-verbally. **Non-verbal communication** is the primary means of forming first impression.

THE IMPORTANCE OF NONVERBAL COMMUNICATION

- **Nonverbal communication** is the process of transmitting messages without spoken words, sometimes called **body language**.
- Body movements, facial expressions and gestures, various acoustic properties of speech such as tone, accent, the role of eyes, handshakes, holding hands, kissing, the perception of physical space, ...

