

PERSONAL SELLING

Verbal-Communication

VS

Non-Verbal-Communication



Verbal



Non-Verbal

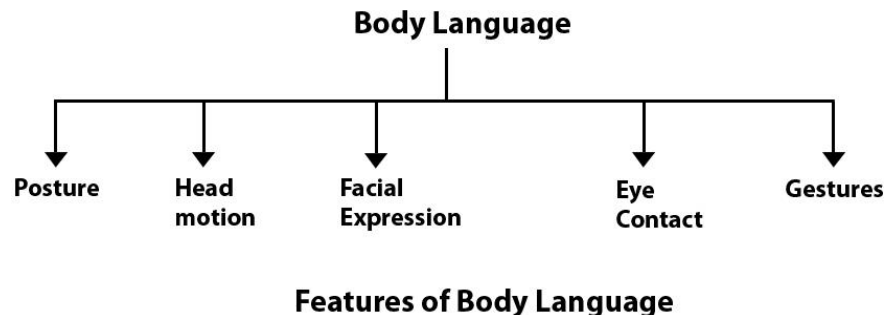
PERSONAL SELLING

- 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 (hallo effect!).

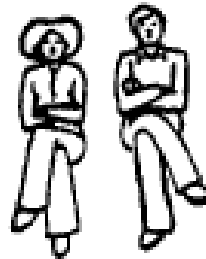
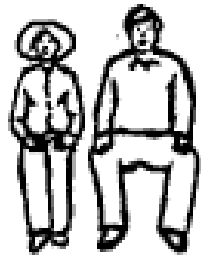


PERSONAL SELLING

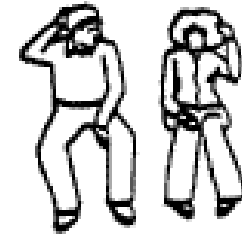
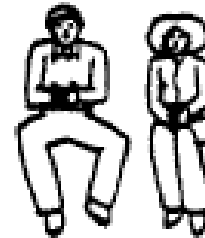
- **Nonverbal communication** is the process of transmitting messages without spoken words, sometimes called **body language**.
- Body movements, facial expressions and gestures, various acoustic properties of speech such as tone, accent, the role of eyes, handshakes, holding hands, kissing, the perception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



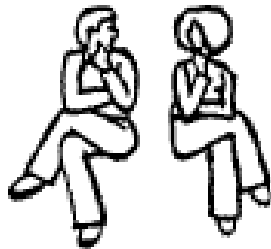
PERSONAL SELLING



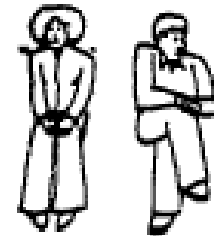
Openness vs. Defensiveness



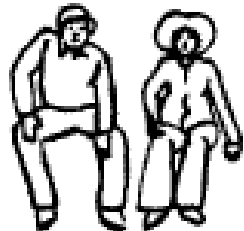
Expectancy vs. Frustration



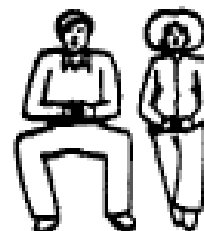
Evaluation vs. Suspicion



Self-control vs. Nervousness



Readiness vs. Boredom



Confidence vs. Insecurity

Engaging Approachable Body Language



POSITIVE ASPECTS OF BODY LANGUAGE

- Smile
- Expressing of interest
- Adequate eye-contact
- Sufficient voice
- Open attitude
- Gesture of hands support the meaning of speech



NEGATIVE ASPECTS OF BODY LANGUAGE

- Uncertain voice
- Fearful expression
- Avoiding eye-contact
- Defensive position of hands and legs
- Covering mouth by hand
- Too big distance
- Quick speech
- Extreme face expression
- Abnormal eye-contact
- Dominant posture
- Penetration to personal distance



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.
- Advantage: low starting costs
- For example: Amway, Avon, Oriflame, ...
- Top 16 Multi-Level Marketing Companies



MULTILEVEL MARKETING



DIRECT MARKETING

- 1. Definition of DM**
- 2. Target groups of DM**
- 3. Media and tools of DM**



1. DEFINITION OF DIRECT MARKETING

- Direct marketing is an interactive system of marketing which uses one or more advertising media to effect a measurable response and/or transaction at any location.
(American Direct Marketing Association)



DATABASE MARKETING

- A customer database is an organized collection of comprehensive information about individual customers or prospects that is current, accessible, and actionable for lead generation, lead qualification, sale of a product or service, or maintenance of customer relationships.
- **Mailing list** (only set of names, addresses and telephone numbers) X **Database** (basic information + past purchases, age, income, family members, birthdays, activities, interests, opinions, preferred media and other useful information).
- **Data mining** – marketing statisticians can extract from the mass of data useful information about individuals, trends, and segments. Data mining uses sophisticated statistical and mathematical techniques such as cluster analysis, automatic interaction detection, predictive modelling and neural networking.

ADVANTAGES OF DM

- It doesn't use mass media. It uses **addressable media**.
- It communicates with consumers as **individuals**.
- It is **interactive**, meaning, that consumers respond directly (and measurably) to direct communications.
- It is **effective** because the communications are targeted only to those individuals who are likely to be interested in the offering.
- It helps creating of **database** of customers ⇒ CRM (Database marketing)



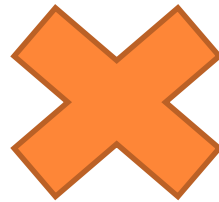
DISADVANTAGES OF DM

- Junk mails – SPAM.
- Invasion of privacy.
- Abuse of confidence.
- The companies must respect legal rules!



ACTIVE AND PASSIVE DM

- **Active DM** - the marketer (company) addresses the commercial message to customers as the first.



- **Passive DM** – customers ask for the product or information as the first.



2. TARGET GROUPS OF DM

- **B2B (very effective!!!)**

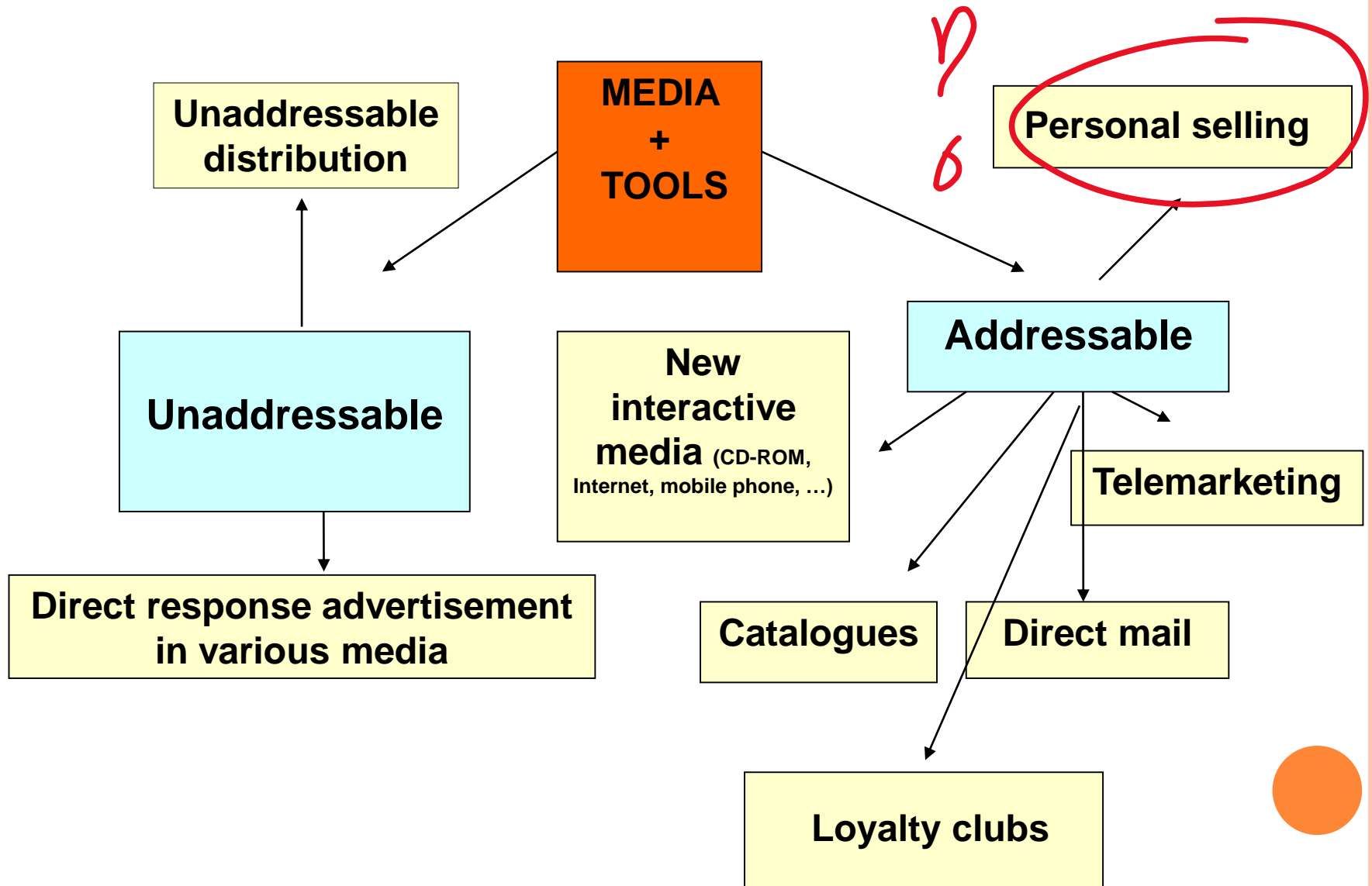


- **B2C – typical application in:**

- Financial services
- Telecommunication services
- Tourism, cosmetic products, car producers, ...



3. MEDIA AND TOOLS OF DM



A. DIRECT RESPONSE AD – PRESS



AŽ 70 000 Kč?
Stačí zavolat!

CofiFLEXI ÚVĚR, JAKÝ TU JEŠTĚ NEBYL!
chytřejší úvěr pro vaše plány

- až 70 000 Kč stále k dispozici po telefonu
- sami si zvolíte výši úvěru i splátek – v průběhu splácení můžete výši splátek libovolně měnit
- platíte jen za to, co využíváte
- schválení úvěru po telefonu **do 10 minut!**
- vyřízení a vedení účtu **zdarma**

volejte 24 hodin denně
☎ 810 600 810

Zvolte si úvěrový limit	První splátka	Minimální měsíční splátka
40 000 Kč	0 Kč	1 200 Kč
50 000 Kč	0 Kč	1 500 Kč
60 000 Kč	0 Kč	1 800 Kč
70 000 Kč	0 Kč	2 100 Kč

úroková míra 1,74 % měsíčně

Půjčte si hned a splácejte až po Novém roce!
Nabídka je prodloužena do 31. 12. 2005

Společnost **Cofidis** je největším evropským poskytovatelem úvěrů po telefonu.
Náš nový revolvingový úvěr **CofiFLEXI** – flexibilní a výhodné řešení pro vaše finance.

COFIDIS s. r. o., Bucharova 1423/6, 158 00 Praha 5
www.cofidis.cz

COFIDIS
Peníze na zavolanou

B. UNADDRESSABLE DISTRIBUTION



C. DIRECT MAIL

- Personally addressed communications delivered through the post.
- Direct mail usually includes: envelope, commercial letter, commercial leaflet, catalogue, price list, sample, present and feedback card (mail order package).
- Every direct mail should provide any advantage or extra value (discounts, ...).
- **KISS** (Keep it short and simple)!



The Mailing

THAT BRINGS SATISFACTION

Background

The market for checking accounts in Germany is highly competitive. Most banks offer a free checking account. Commerzbank also offers a satisfaction guarantee: anyone who is not satisfied after a year gets money back.

Task

A mailing for the "free checking account with a satisfaction guarantee" should attract noncustomers aged 18 to 55 into branches.

Idea

Our mailing should not look like a bank mailing, but rather something that really brings satisfaction: a bar of chocolate. With this in mind, we invented the chocolate brand CoBa (short for Commerzbank) and promised finest-quality satisfaction with zero calories and zero charges. The mailing even smelled like chocolate.

And the best part was that every mailing recipient could pick up the real CoBa bar at a branch of Commerzbank – and use the opportunity to open a checking account. If that doesn't bring satisfaction ...

Result

People came to the branches. So many of them that more chocolate bars soon had to be produced. With a print run of 500,000, the mailing achieved a 20% higher conversion rate than six other mailings on the same topic sent in 2013. That even brought satisfaction to our Commerzbank customers.



The mailing looks like a chocolate bar and smells like one too.

Translation:
CoBa – Finest-Quality Satisfaction. No calories, no charges.
A fair-advice product. Free of charges, guaranteed.



The real chocolate bar was available in Commerzbank branches.

Translation:
CoBa – Finest-Quality Satisfaction.
A little gift from the bank by your side.



Headline Translations:
100% finest-quality satisfaction guaranteed: the free checking account from Commerzbank.
Your benefits at a glance for your enjoyment:
Have we whetted your appetite? Then switch banks today.

WHAT IS THE EFFECT OF COLOURS IN DIRECT MAIL?

BLUE	Technical, scientific
GREEN	Relaxation
ORANGE	Energy, power
BROWN	Calm , serious
RED	Urgent, important, dangerous
YELLOW	Lively

ASSOCIATION IN DIRECT MAIL

Larger clean white unprinted place	Expensive product
Large envelope (parcel)	Importance, honour
Small envelope	Economy
Square format	Fashion
Personification with label	Cheap, mass
Hand-written envelope, commercial letter	Luxury, individuality

D. TELEMARKETING (CALL CENTRA)

- Marketing over the telephone.
- **Outbound telemarketing** – the marketer makes the call.
- **Inbound telemarketing** – the customer makes the call.
- **Green line 800** – the client doesn't pay (especially in the case of orders acceptance, providing the information about products, ...).



E. LOYALTY PROGRAMS AND CUSTOMER CLUBS

- **Loyalty programs for merchants** - the aim is to increase acceptance of the brand or product.
- **Loyalty programs for consumers** - the possibility of reaching benefits based on long-term consumption of the product.
- **Customer club** is one of the form of loyalty programs:
 - Closed clubs (the entry fee is paid)
 - Open clubs (a large amount of inactive members)
 - **Characteristics of customer club:** Customer requests for membership, uses the card club, collects the points, takes advantage of the club and the seller decides on the specific benefits.
 - **Contractual partnership** - a group of external partners, providing discounts from retail prices to customer club members when submitting club cards (Sphere Card).

F. DIRECT MARKETING IN NEW MEDIA

- Full information, the Internet allows consumers to search out the answers to questions, read reviews, and compare products in order to make an educated buying decision.
- Business that take advantage of the Internet for sales and ordering might also find it profitable to offer a catalogue or create a direct-mail kit, initiating additional contact points and offering customers a choice of shopping venues.
- Combining social media with direct marketing, often referred to as social media marketing, creates engagement. Once direct-marketing initiatives invite the targets to join the brand's network. Social media is a great way to personally welcome them. Direct marketing can also use social media as an announcement device letting the target know when new information is being announced.
- **Email marketing!**

