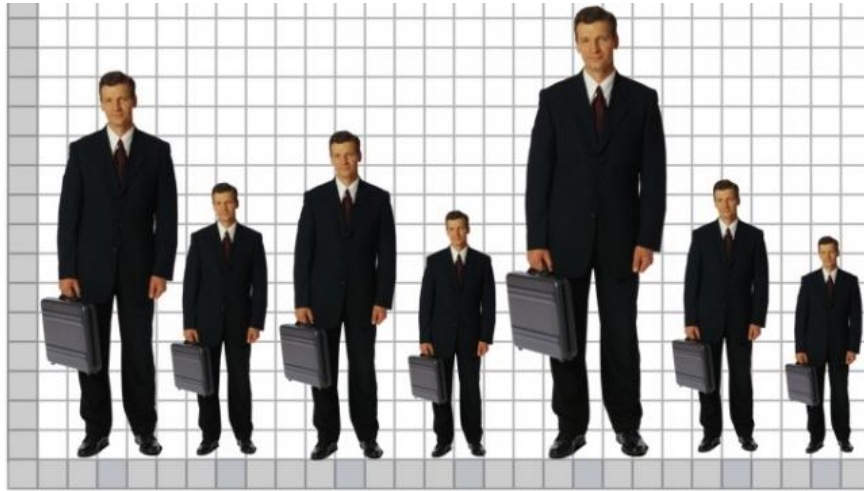


PEOPLE IN SERVICES

1. Internal marketing/HR marketing
2. The importance of personal selling



Ask your customers what they want...and give it to them!
(Carl Sewel , Paul B. Brown)

PEOPLE IN SERVICES

1. **employees**
2. **customers**



The 4Ls of service marketing: "**People, people, people and people.**" (Richard Dowe)

PEOPLE IN SERVICES

- ▶ **Employee participation:**
 - ▶ FRONT OFFICE employees (first line)
 - ▶ BACK OFFICE employees (second line)
- ▶ **Customer Participation:**
 - ▶ Service co-producer role
 - ▶ Service user role
 - ▶ Role of information bearers (eWoM , pWoM)

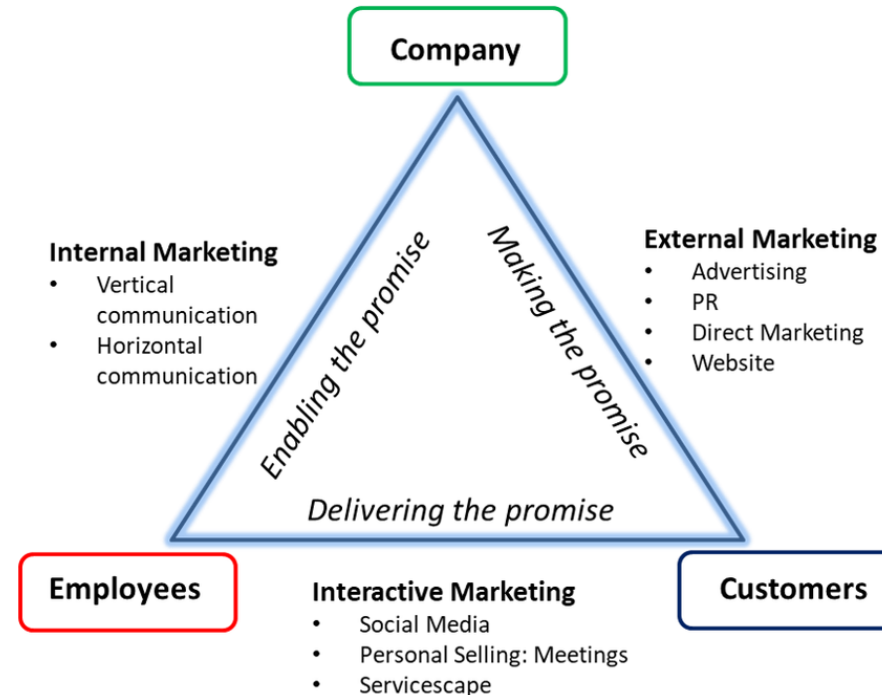


EMPLOYEES IN SERVICES

- ▶ Own human resources.
- ▶ Temporary expansion of your own team.
- ▶ Use of freelancers (GIG economy).
- ▶ Outsourcing services.

1. INTERNAL MARKETING/HR MARKETING

- ▶ Internal marketing describes the application of marketing techniques in relation to **the employees** of an organization.
- ▶ Its goal is to attract and retain the best possible employees and motivate them to perform at their best.



CORRECT INTERNAL MARKETING

- ▶ Increasing of an effective internal communication.
- ▶ It will significantly increase the work performance of employees and their morale.
- ▶ It will also strengthen the company culture.
- ▶ It will increase the competitiveness of the given company.
- ▶ Last but not least, it also saves the company its costs.

"A satisfied employee will serve customer much better than a dissatisfied employee."



EMPLOYER BRANDING

- ▶ The employer does not choose the employee ⇒ the employee chooses the employer.
- ▶ More than just the benefits offered. It is closely related to company culture.
- ▶ A number of companies introduce **employer brand manager** ("happiness managers") who are supposed to do everything to make employees feel satisfied in their work.
- ▶ **Employer brand awareness** - knowledge of the employer, the brand. What percentage of people from the target group know the employer.
- ▶ " **Mystery recruitment** ".

EMPLOYER BRANDING

S věrností u nás roste
MZDA i DOVOLENÁ



top EMPLOYER
ČESKÁ REPUBLIKA
CZECH REPUBLIC
2022
CERTIFIED EXCELLENCE IN EMPLOYEE CONDITIONS



RŮST JE TRENDY.

Navyšujeme mzdy
i dovolenou,
rozšiřujeme benefity!

Be a Lidler. Become an influencer. Work as a Lidl store manager and influence what happens inside. Turn customers into your fans. Colleagues in their followers. What do you wish? Cash, prestige and a company BMW.

BUILDING LOYALTY WITH EMPLOYEES

Always communicate.	Show appreciation.
Collect ideas from everyone.	Build morale.
Celebrate the anniversary.	Stay focused.
Arrange face-to-face meetings.	Develop people.
Determine priorities within individual career plans.	Continue to build relationships.

GENERAL CATEGORIZATION OF EMPLOYEES IN SERVICES

A. According to responsibility and scope of competence

- ▶ **upper management level** - top management
- ▶ **middle management level** - branch directors
- ▶ **lower management level** - head of department
- ▶ **operative level** - employees



GENERAL CATEGORIZATION OF EMPLOYEES IN SERVICES

B. According to employee involvement in the sales process

- ▶ persons whose main task is to initiate and maintain relationships with clients (front-line workers, corporate advisors, personal bankers) ⇒ **FRONT OFFICE**
- ▶ employees whose function is to support workers who come into direct contact with clients ⇒ **BACK OFFICE**



GENERAL CATEGORIZATION OF EMPLOYEES IN SERVICES

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

	<i>Direct relationship to the marketing mix</i>	<i>Indirect relationship to the marketing mix</i>
<i>Frequent contact with the customer</i>	Contact staff	Serving staff
<i>Exceptional or no contact</i>	Conceptual staff	Support staff

2. MEANING OF PERSONAL SELLING

- ▶ Personal selling is the process of influencing a customer through **personal contact**. (*MCM element*)
- ▶ **Salesperson skills** (persuasiveness, ability to observe, ability to influence, demeanor, expression, tact, ...) x **salesperson characteristics** (initiative, judgment, feeling for business, ...).



MEANING OF PERSONAL SELLING

- ▶ **Advantages:** influence, targeting, interactivity, relationships, ...
- ▶ **Disadvantages:** cost, range and frequency, control, ...
- ▶ **Type of personal communication:** verbal x non-verbal (mimicry, haptics, kinesics, proxemics, gestures, vision, posturology) ⇒ **incongruence** (mismatch between verbal and non-verbal communication).
- ▶ 40% of the time devoted to the preparation of the offer to the customer ⇒ 20% of the time devoted to the presentation ⇒ **40% of the time devoted to after-sales care!**
- ▶ **Importance of non-verbal communication (body language):** 7% - text behavior (substantive content of words), 38% - vocal behavior (melody and rhythm of speech), **55% - facial behavior (facial expression, whole body language).**

BODY LANGUAGE

Positive aspects

- ▶ smile
- ▶ expression of interest
- ▶ adequate eye contact
- ▶ sufficient volume, variable tempo, emphasis and pitch
- ▶ open attitude
- ▶ the hands support what the person is saying



Negative aspects

- ▶ shaky voice
- ▶ slow pace of speech
- ▶ frightened expression
- ▶ evasive eye tilt
- ▶ defensive position of arms and legs
- ▶ covering mouth with hands
- ▶ excessive distance
- ▶ non-negotiable voice
- ▶ fast pace of speech
- ▶ extremes in expression
- ▶ excessive eye contact
- ▶ dominant stance
- ▶ finger threat
- ▶ invasion of personal space

COMMUNICATION BY OWN APPEARANCE

- ▶ The main purpose of manipulating one's own appearance is to try to send the most positive information about oneself.
- ▶ Appearance, as one of the means of non-verbal communication, at least in the first meeting, acts as a crucial factor that decides how the surroundings will perceive them.
- ▶ The first impression is made within the first few seconds (approx. 4 seconds). The following three basic principles apply to making the right first impression:
 - ▶ Appropriate eye contact.
 - ▶ Shaking hands.
 - ▶ Smile when greeting according to the situation.

DRESS CODE IN SERVICES



Streetwear



Casual



Smart
Casual



Business
Casual



Black Tie /
Semi-Formal

DRESS CODE IN SERVICES

