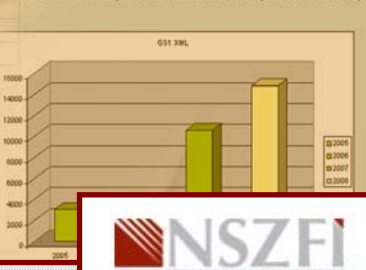
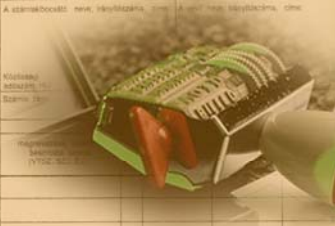
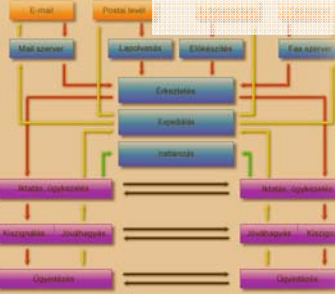




Faldum Valéria

Marketing és telemarketing alapok – első szakmai idegen nyelven (angol)



A követelménymodul megnevezése:

A telemarketing, telesales tevékenység ellátása idegen nyelven

A követelménymodul száma: 2569-06 A tartalomlelem azonosító száma és célcsoportja: SzT-a07-50



THE KEY CONCEPTS AND RELATIONSHIP OF MARKETING, TELEMARKETING

CASE STUDY – WORK SITUATION

From a very small fish to become the big one and then the biggest among all. This is how few brands have changed with time. Companies now understand that marketing plays an important roll in their overall success. But what makes marketing so big? Why is it important? If you have a great product you are bound to succeed then why do you need to spend on marketing / advertising?

The answer to these questions lies deep within the customer's brain. Consumers are smart and they understand what makes your product different from mine. If you are offering them 1 % more that what I do why should they pay me rather than paying you. That's the point. And secondly it's important to communicate the product offerings to the end user. If a marketing team has worked hard on understanding the consumer needs they need to make sure their customers get a feel "This brand knows what I want."

It is important to make sure that marketing efforts are more on understanding the changing needs on today's customer. We need to understand the minds of customers. It's rightly said "customer is KING" ¹

CONTENT INFORMATION

Market – The market is a place where buyers and sellers meet with the reason to connect and trade.

Market players – Market players are the buyers and the sellers, and the intermediaries to facilitate contact between them. There are other concepts which indirectly influence the market such as legislation and regulations.

Market environment – the concept of market can be defined in a specific environment. The immediate/direct environment consists of the buyers, sellers and the competitors; the indirect environment includes economic characteristics, legislation, social, political and geographical factors.

1. <http://drypen.in/marketing/importance-of-marketing.html>

The size of the market can be defined by looking at various criteria and can be identified as local, regional, national and international markets.

Depending on the number of participants we talk about Market Monopoly (with only one provider of a particular service) Oligopoly (dominated by a small number of large competitors) and the Competition (large number of competitors)

The marketing activity is crucially depended on the nature of the markets.

Depending on market-absorption capacity, the following metrics are distinguished:

Potential: is the quantity, which is in a given market over a period of time could be sold.

(For instance if every family can have a washing machine, the potential market is the number of families living in that particular country)

Volume: is the number of goods which the market actually sold during a particular period of time (For instance the number of washing machines sold in Hungary in 2009)

Market Share: is the volume and rate, typically expressed as a percentage, which stands for the total available market or market segment that is being serviced by the company.

Marketing – the science of marketing adjustment.

The purpose of marketing is to provide companies support for long-term success by helping to promote products and services offered to potential customers who are valuable and interesting to them to buy.

The core assets of marketing is the „4P's" which relates to products, and the „7P's" which is associated with services.

Marketing's Four P's – Marketing Mix

- **Product** – is the definition of what kind of product/service, in what form, under what brand name has to be manufactured in order to attract buyers.
- **Price** – is to determine the market price of a particular product/service.
- **Place** – is the determination of distribution channels, market place where the product will be sold.
- **Promotion** – influence, or communication – information about the product with the goal of generating a positive customer response and influence to buy the product/service

The additional Three P's for Services – Extended Marketing Mix

Process – the systems used to assist the organisation in delivering the service

Physical evidence – The ability and environment in which the service is delivered

People – is the use of appropriate staff and people through whom the service is implemented

The core element of marketing-mix is to use the available sources in a mixed form so that they have a powerful effect and optimal results can be accomplished.

Summary:

The companies will pre-determine which market they intend to appear, and what position they want to achieve. In order to accomplish that position, they have to consider the relevant market players, competing firms and potential customers. In order to achieve success companies apply the most appropriate tools of marketing. These tools vary according to the constant changes in the market environment.

STUDY GUIDE

Choose a well-known supplier company – ex. one of the mobile phone suppliers. Go through each base concept and give an example from the company's perspective. Ex.: phone supplier company: market players: buyers: individuals and companies, sellers: the company itself or intermediaries (supermarkets, electronic shops), competitors, do a search on the internet about the market share... etc.

To reach the targeted consumers the company can use different means of promotions to increase the value of sales. Promotion tools can be:

- **advertisement**- it has a short term effect and, stimulates the prompt purchase, regarding the layout it can be written, audiovisual, online, public etc.
- **sales promotion** – different price reductions, games, "pay 1, get 2", special displays, also stimulating prompt purchase
- **pr tools** – publishing news about the company, increase the recognition of the company, keeping contact with the press and decision makers to build up trusts towards the company
- **direct marketing** – direct letters, promotions via phone, post or online sent to a defined target group

Think of the chosen company again and give an example of each promotion tools used by the company!

CHECK YOURSELF

1. Task :Marketing mix

Match the given concepts with the elements of the four Ps.

1. Product 2. Price 3. Place 4. Promotion

advertising-.....-, commercials-....., market coverage-....., points of sale-....., public relations-....., transportation-....., after-sales service-....., free samples-....., packaging-....., posters-....., publicity-....., size-....., vending machine-....., brand name-....., list price-....., payment period-....., quality-....., warehousing-....., cash discounts-....., distribution channels-....., mailings-....., personal selling-....., production costs-....., style-.....

2. Task

To determine the marketing mix companies often use different analyzing tools. The most frequently used one is the SWOT analysis. (Strengths, Weaknesses, Opportunities, Threats.)

Prepare a short analysis of a company operating in the service industry (Orange – telecommunication, Starbucks – coffee shop services) using the SWOT tool! (You may find help on the internet)

SOLUTION

1. Task

advertising - 4, commercials - 4, market coverage - 3, points of sale - 3, public relations - 4, transportation - 3, after-sales service - 1, free samples - 4, packaging - 1, posters-4, publicity-4, sizes-1, vending machines-3, brand name-1, list price-2, payment period-2, quality-1, warehouseing-3, cash discounts-2, distribution channels-3, mailings-4, personal selling-4, production costs-2, style-1

2. Task

By visiting the following webpage you will find the short SWOT analysis of Starbucks.

<http://marketingteacher.com/swot/starbucks-swot.html>

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TELESALES, THE FREQUENTLY USED MARKETING TOOL

CASE STUDY – WORK SITUATION

Today's selling competitiveness, requires a helping hand in the selling approach, cost of sale has never been so high. Telesales when implemented correctly can be rewarding to business. Boost sales and save valuable time for the sales team and provide a powerful avenue to secure appointments with qualified prospects, for sales person.

The person making the telesales calls must be an above average communicator, not only good at talking, but even better at listening. The beauty about Telesales is your fingers do the walking, and your mouth does the working.²

Successful telesales is much more than a random "cold call". It is in fact a well planned and analysed process which is designed to bring in sales success. Done well, the target customers have been screened to be exactly the type of people who would want to buy your product or service. The telephone calls are made to engage the customer, create interest and secure a "follow up".³

CONTENT INFORMATION

The rifle principle – reaching out to buyers normally done in two ways: the first is the "rifle principle" where by targeting the carefully chosen customer group with a high probability of success, or the "buckshot-gun principle" where by targeting several customer groups with the same message, however the result is less predictable.

Telesales – is a special tool which combines sales with direct communication. Aims to provide immediate information to prospective customers and facilitate the sale, and conduct a deal to buy products or services. For instance an Internet subscription can take place through the telephone which immediately concludes the contract. On the other hand with regards to a car sales discount, telemarketing can only draw attention, and may liaise and appointment for a further visit.

Marketing raises interest and provide carefully selected messages to potential customers.

Characteristics (Benefits and risks)

- Direct, targeted offers and communication
- Telephone contact

- Rapid contacting
- Segment - group orientated - Approach

2. <http://emtacsales.blogspot.com/> ; 3. <http://www.business-solutions-wizard.com/Telemarketing.html>

Benefits:

- **Time saving solution:** Within one hour up to 8-10 clients can be reached through the phone, while being a sales person visiting customer, especially if travel included, reaching out to potential clients reduces to one or two visits per day.
- **Cost saving solution:** Considering how much would it cost to develop and maintain offices equipped with comfort and quality (nice floor and furniture, evergreen plants and fountain) where 10 clients can be seated at once. In a middle-sized more modest call centre 40-50 administrator can work at the same time with the ability of customer satisfaction. In a middle-sized more modest call centre 40-50 administrator can work at the same time with the ability of customer satisfaction.
- **Two-way communication:** While the TV commercials and advertisements convey the information to the customer, until the telephone channel gives opportunity to clients to ask their query and personal questions they are interested in.
- **Effective Solution:** Not every step of the sales process can be done through the telephone.(i.e.: written contracts, documents transfer, cash payment for the services provided, etc.) therefore the telesales has a compelling effect on other distribution channels, customers are directed to other distribution channels (for example sales networking, sales points, etc.).

By looking at the target group we consider direct **telesales** and **cross sales**.

- With regards to direct telesales the sales person will talk to those who have not previously been in contact with our company and therefore at present they are not our customers. Therefore the company's presentation is essential ingredient for a successful sale.
- With cross sales we offer products or services to those who have previously made a use of one of our product or service or currently our existing client. With this kind of clientele it is worth to ask that based on their past experience, how satisfied with our company or with the products and services they have already utilized.

Risks:

- Inadequate, unreliable address directory
- Incorrect timing
- Selling products not relevant or suitable for telemarketing (e.g. Luxury)

The telemarketing efficiency can be increased if

- the address list is well-maintained and updated
- the utilized argumentation is appropriate
- there is an option for alternative offers
- well prepared sales force

Outbound campaigns – telemarketing, telesales mainly uses so-called outbound campaigns

This means that the initiated sales request launched by companies / shippers mainly targeting a potential audience, focused on specific topics, in particular times, with the core purpose of sales. The characteristic of campaigns is that they are limited in time; the objective is to reach a predetermined target, they must be measurable and have to attract attention. The telemarketing is typically supported by scripts. These are pre-defined conversation sketches, questionnaires, offers which are to assist the sales force to carry out their tasks in a safe and consistent manner.

Summary:The successful telemarketing, telesales campaigns must contain well-structured scripts and appropriate argumentation. We have to use specific and sophisticated methods to provide quality service to our clientele to ensure that the marketing objectives are met. Retains the marketing basics: Selling large volumes of the same product to a wide range of customer base, but will allow better targeting, and easier way to get in touch with the customer.

STUDY GUIDE

Think over all the information that you have learned so far about telemarketing. Work in groups to prepare a list of purposes that telemarketing can be used for. (ex.: direct sales) When preparing the list think about your own experiences.

Solution:

The purpose of telemarketing can be:

- direct sales
- providing information, creating needs
- client retention, maintaining relationship – proactive action
- marketing research, collecting data
- checking data
- after sales activity, "follow-up"

CHECK YOURSELF

1. Task

Think of the latest cold call that you personally received. List the communicational skills that are important when making such a phone call.

Compare the cold call that you received to the list and describe if it was appropriate or not!

2. Task

Describe in your own words: What is "client-oriented" attitude/communication?

SOLUTIONS

1. Task

Important communication skills during a cold call

Well-prepared, clear pronunciation, understandable expressions, friendly tone but still a bit official, attentive listener, doesn't interrupt the client while speaking, positive attitude.

2. Task

Client orientated attitude: a person has a client orientated attitude when she is an active listener during the conversation, reacts to the needs of the client trying to solve the problems or compromise when necessary. During the conversation the client has to feel that the company is for him/her.

MUNKKAAJAYRIG

THE SPECIFIC REQUIREMENTS OF CONSUMER INFLUENCE IN THE XXI. CENTURY

CASE STUDY–WORK SITUATION

The new millennium is not just a new beginning; it is a continuation of trends in human behaviour that have been following cyclical patterns. Brand Loyalty is the consumer's conscious or unconscious decision, expressed through intention or behaviour, to repurchase a brand continually. Consumer behaviour is habitual because habits are safe and familiar. In order to create brand loyalty, advertisers must break consumer habits, help them acquire new habits, and reinforce those habits by reminding consumers of the value of their purchase and encourage them to continue purchasing those products in the future.

In fact, a company should view its brand to be not just a product or service, but as an overall brand image that defines a company's philosophies. A brand needs more than identity; it needs a personality. Just like a person without attention-grabbing characteristics, a brand with no personality can easily be passed right over.⁴

CONTENT INFORMATION

The Consumer – the definition typically means the buyer, who buys the product for his own purpose and is the “end-user” of the product.

The Social class, group – is a group with specific characteristics, distinct from others groups.

The concept of promotion – is limited in time, provides specific promotion which is not always means price discount.

The Influence and communication (motivation and manipulation)

Influence and motivation: are types of tools that can be used to influence the targeted consumer to act in such a way that is favourable to us. (Make them to buy our product)

Manipulation is not motivation or influence, but a negative behaviour, which can only provide short-term results, as the target group is being drawn into something that they don't actually want and could be a conflict of interest to them.

4. http://www.essortment.com/all/brandloyalty_pqk.htm

The Consumer behaviour and its influencing factors

Customers are diverse and their decisions may differ, however their decisions always have clear explanations. Customer decisions are influenced by **internal** and **external factors**.

Internal factors include the person's behaviour, style, knowledge etc.

The external factors are mainly associated with family, friends and the influence of the environment, such as economic factors (income) cultural factors with addition to commercial factors. In order to achieve the most appropriate consumer behaviour, we have to choose suitable arguments to convince them. These can be rational arguments (measurable, obvious benefits, for instance offering a more energy efficient fridge) or emotional arguments (it is better for your baby to sleep in the offered diapers).

The purchase decision process:

The process is divided into three elements:

Prior the purchase, the purchase and after the purchase sections

The first stage is the recognition of the issue. Gathering information on the opportunities and looking for alternatives. The second stage involves the decision to buy. In the third stage of the process happens after the purchase when the evaluation occurs.

Summary:The customers like to feel that they have made a good deal. The reason of campaigns is to raise awareness and make the customers feel to "buy right now, as it's the most favourable offer", and more or less all layers of society receptive. Telesales can be a very effective tool especially before and after the purchase. The frequency of customer purchase and the income is partly age-dependent.

STUDY GUIDE

Think over all the factors that the consumer may take into consideration when making the decision about buying a certain product. List them!

Which marketing tool should the company use to influence the listed factors?

(Example: factor: price – influence: seasonal price reduction, additional product for free)

CHECK YOURSELF

1. Task

Give a short description of the purchase decision process! What kind of factors influence the consumer during this process! (Give some examples as well!)

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SOLUTION

1. Task

The purchase decision process means the steps when decide which product to buy. It contains three steps: before the purchase (realizing the need for a certain product), the purchase itself (buying the product) and after the purchase (evaluation of the product – shop, price, quality, quantity etc.). During the purchase decision process the consumer is influenced by internal and external factors. Internal factors: the consumer individual needs, previous experiences, external factors: income, fashion, gender, age, social group.

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CRM

STUDY CASE–WORK SITUATION

Every business works for its customers and to ensure success and growth, we need to focus on the needs of the customers. CRM is the tool that helps you organize and analyze customer data and thereby helping you to understand customer preferences. Understanding their likes and dislikes is the key to build lasting relationships and also to gain new customers.

By storing all customer related data securely in a central location, CRM tools provide easy access of information anywhere anytime. This kind of customer-centric method helps in building better customer relationships and thereby maximizes customer retention, which helps to increase turnover.⁵

CONTENT INFORMATION

CRM - The abbreviation stands for: Customer Relationship Manager in other word Customer-driven company management.

CRM as a concept means that the company can give a comprehensive picture of its clients in order to attain the closest possible relationship with them and to achieve the highest possible profit. (The definition is from Garner Group Consulting). The CRM is a complex customer care system, which is supported by an advanced information technology system in order to understand the customers' individual needs and to be able to provide them with specific, personal offers.

The complexity includes:

- mentality
- toolset - instruments
- behaviour
- database
- IT and process support

These specific characteristics will appear at different sized companies with different weight and importance.

5. <http://ezinearticles.com/?Role-of-CRM-in-Customer-Interaction-and-Service&id=747552>

Mentality:

The main feature of CRM is the customer-driven focus of thinking, where the customer is the centre, which requires good relationship with them. The observation of customer behaviour is important for making the right decision.

Operational tools:

- customer database
- data processing software, evaluation

Implementation instruments:

- special offers
- behaviour
- targeted communication
- comments, managing feedback
- realization of feedback

Behaviour:

Customers draw conclusions of the behaviour of the company representatives. The customer's personal experience on a company defines and makes judgment on the company's "customer friendly" nature.

Database:

The database is an important background tool, which supports the existence of CRM.

The customer database is the main body of the customer information. The point is to clarify when and what goes into the database to ensure the data is always up to date. (Due to the large volumes of data, the management and maintenance of data only can be done with the assistance of an information technology system. The technical background provides the adequate access of data and the capability for analysis and appropriate query.

However the software will only be able to function efficiently if the management and employees accept and follow the CRM thinking.

The general purpose of CRM is that by initiating and improving customer relation promote the profitable customer acquisition and retention. (Adrian Payne: CRM handbook, page 25, HVG Books, 2008.)

CRM includes five corporate functions:

- strategic development process
- value creation process
- multi channel sales process
- information management process
- performance benchmarking process

CRM provides sales support through the exact knowledge of customers. The system holds detailed and precise customer data it is most likely to predict the impact or effect of any promotion. CRM also has an important role at sales negotiations, as it allows the sales representatives to appear more prepared at the meetings, therefore the acceptance of the offers will more likely have at higher rate.

Summary:The peculiarity of CRM is the background information, which may be used for a variety of queries. Excellent tool and support for analysing customer behaviour, for the success of outgoing campaigns. Anyone who knows his customers habits and motivational factors, has an easier task to find products and arguments which will convince them.

STUDY GUIDE

Try to collect examples of CRM from your own experience. Try to answer the following questions: Where did the company get the data from?, What was their aim with the CRM?

Example: a direct e-mail from a supplier company advertising their latest offer. The company got my e-mail as I was subscribed for an on-line game. Their aim was direct selling and providing information.

CHECK YOURSELF

1. Task

Describe in your own words what is a CRM and why it is important in marketing, in which ways can it help during the sales activity?

2. Task

Think of a campaign of a travel agency. List the data that the CRM database should contain to be successful in the promotion!

SOLUTION

1. Task

CRM is a customer relationship management. Using the tools of CRM which can be a database the company can collect and analyse data regarding the customers' habits. Having all the data can help in sales in segmentation, telesales campaigns or direct sales as the company will now exactly what the customer is looking for.

2. Task

Name, age, travel destinations in the past, exact time of travels, price of travels, number of people who travelled, duration of travel, additional services ex insurance... etc.

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CLIENT SEGMENT APPROACH

CASE STUDY–WORK SITUATION

In the real world there is no such thing as an average customer – each customer is an individual capable of adding their own value to a business relationship. Customer segmentation is the powerful marketing technique that divides a group of all customers into smaller subgroups that share a number of common properties in their relationship with the business

If you do it right, the benefits of segmentation are threefold – increased revenue, decreased costs and increased customer satisfaction...⁶

CONTENT INFORMATION

Customer grouping – Segmentation

Customer grouping is essential to obtain specific customer characteristics, and to develop products that are meet needs of the customer groups. Customer segments needs to be assessed. Other than usual groups, unique groups can be created for specific campaigns. It is important to define the framework and the characteristics of the group. The size of the group needs to be considered beforehand, in order to be able to provide economically worthy products to them. What is the group's current role and position within the society, and how this position will vary or change in the future (are we talking about influential dominant group, opinion forming group, or follower group)

The different Client groups require different treatment. We can also create groups from the company's client base. Usually the key aspect is to know how important the client for the company is and if the deal economically worth it for the business. The most profitable groups have higher priority to the company or those groups which are profitable and have continuous growth, or have a significant influence on the society therefore their behaviour can affect other groups.

According to the "Pareto Principle" (also known as the 20/80 rule) 20 % of the clients bring the 80 % of the turnover therefore it worth to treat that 20 % with high priority.

6. <http://management-tools.blogspot.com/2007/04/role-of-segmentation-in-creating>

Marketing, telemarketing base concepts, connections

The firms seek to distinguish the most important clients from others, and treat them with priority in a way that customers perceive these benefits through loyalty clubs and VIP customer ratings.

VIP clients are generally representing large profit, their social prestige is reference value to the business; therefore there are high priorities.

Summary:The possibility of success depends on if the product can find its target group and niche market. This is true especially when the competitors don't pay attention to that particular segment, so there is a high possibility of becoming a market leader for that particular market segment. Corporate customers should be ranked from the economical point of view.

STUDY GUIDE

Choose one of the brands of companies producing yoghurts. List the customer segments that a production company may target. How does the company make a difference between products made for each segment? (Example: smaller package or family size...etc.)

CHECK YOURSELF

1. Task

Describe in your own words what segmentation in marketing is and why it is important?

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SOLUTION

1. Task

Segmentation is a method by which consumers can be divided into groups according to certain features. It helps sales by better choosing the target group.

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Kiadja a Nemzeti Szakképzési és Felnőttképzési Intézet

1085 Budapest, Baross u. 52.

Telefon: (1) 210-1065, Fax: (1) 210-1063

Felelős kiadó:

Nagy László főigazgató