

Principles of Marketing

14-1

Session 14

Personal Selling , Customer Relationship Management & Online Marketing

Text: Chapters 16, 17



Outline

14-2

- I. Personal selling**
- II. Sales force management**
- III. Selling process**
- IV. Customer Relationship Management**
- V. Direct & Online Marketing**



I. Personal Selling



I-1. Personal Selling-- Definition

14-4

Involves two-way, personal communication between salespeople and individual customers whether

- **face to face,**
- **by telephone,**
- **through video conferencing,**
- **or by other means.**



I-2. Personal Selling Depends on

14-5

the salespeople who are

1. well-educated
2. well-trained professionals who work to build and maintain long-term relationships with customers.



I-3. Nature of Personal Selling

14-6

Wide spectrum of positions from:

- **Order taker**
(department store salesperson)
- **Order getter**
(someone engaged in creative selling)
- **Missionary salesperson**
(building goodwill or educating buyers)



I-4. The Role of the Sales Force

14-7

- **Personal selling is effective because salespeople can:**
 - **probe customers**
 - **adjust the marketing offer**
 - **negotiate terms of sale**
 - **build long-term personal relationships**



I-4. The Role of Sales Force

14-8

Produce Customer Satisfaction

Sales Force: A Critical Link

Produce Company Profit

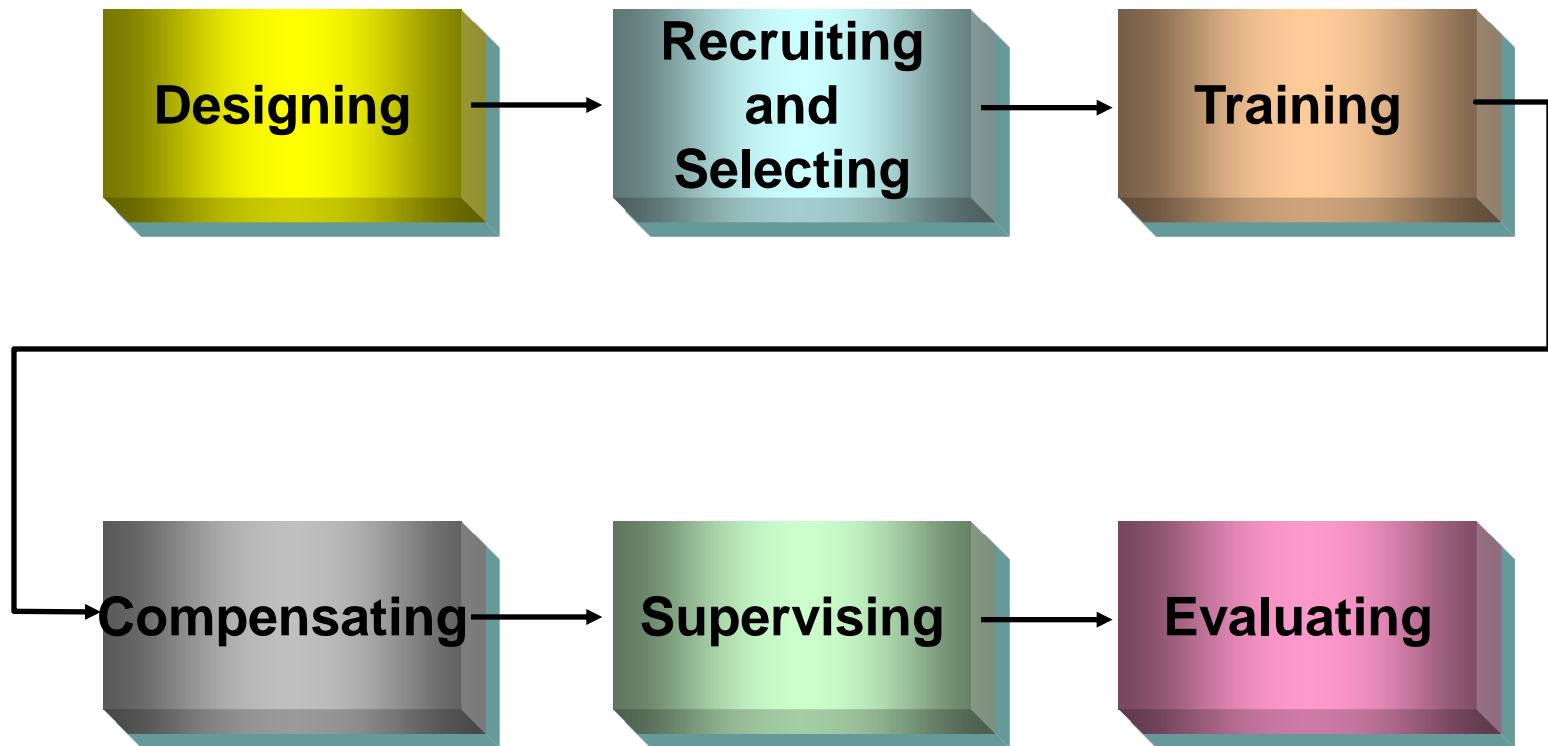


II. Sales Force Management



II-1. Major Steps In Sales force Management

14-10



(1) Designing Sales Force Strategy and Structure

Territorial

Exclusive Territory to Sell the Company's Full Product Line

Complex Forms Are a Combination of Any Types of Sales Force Structures

Product

Sales Force Sells Only a Portion of The Company's Products or Lines

Customer

Sales Force Sells Only to Certain Customers or Industries

(2) Sales Force Size

14-12

- S.F. -- company's most productive and expensive assets.
- S.F. have been shrinking in size because of:
 - Advances in selling technology
 - Recent merger mania.
- Companies use some form of workload approach to set sales force size:
 - Group accounts into different size classes
 - How many people are needed to call on them.



(3) Other Sales Force Strategy & Structure Issues

14-13

Outside Sales Force

Inside Sales Force

Travel to Call on Customers

Conduct Business From Their Offices Via Phone or Buyer Visits

Sells to Major Accounts

Finds Major New Prospects

Technical Support People

Sales Assistants

Tele-Marketing Or Internet



(4) Team Selling

14-14

- to service large, complex accounts.
- Finds problems, solutions, and sales opportunities.
- **Problems:** can overwhelm customers, difficulties working with teams, evaluation of sales performance.



I-2. Sources of Salespeople

14-15

- **Current Salespeople**
- **Employment Agencies**
- **Classified Ads**
- **College Students**



II-2. Selecting Salespeople

14-16

Sales Aptitude

Selection Process Usually Evaluates a Person's

Analytical and Organizational Skills

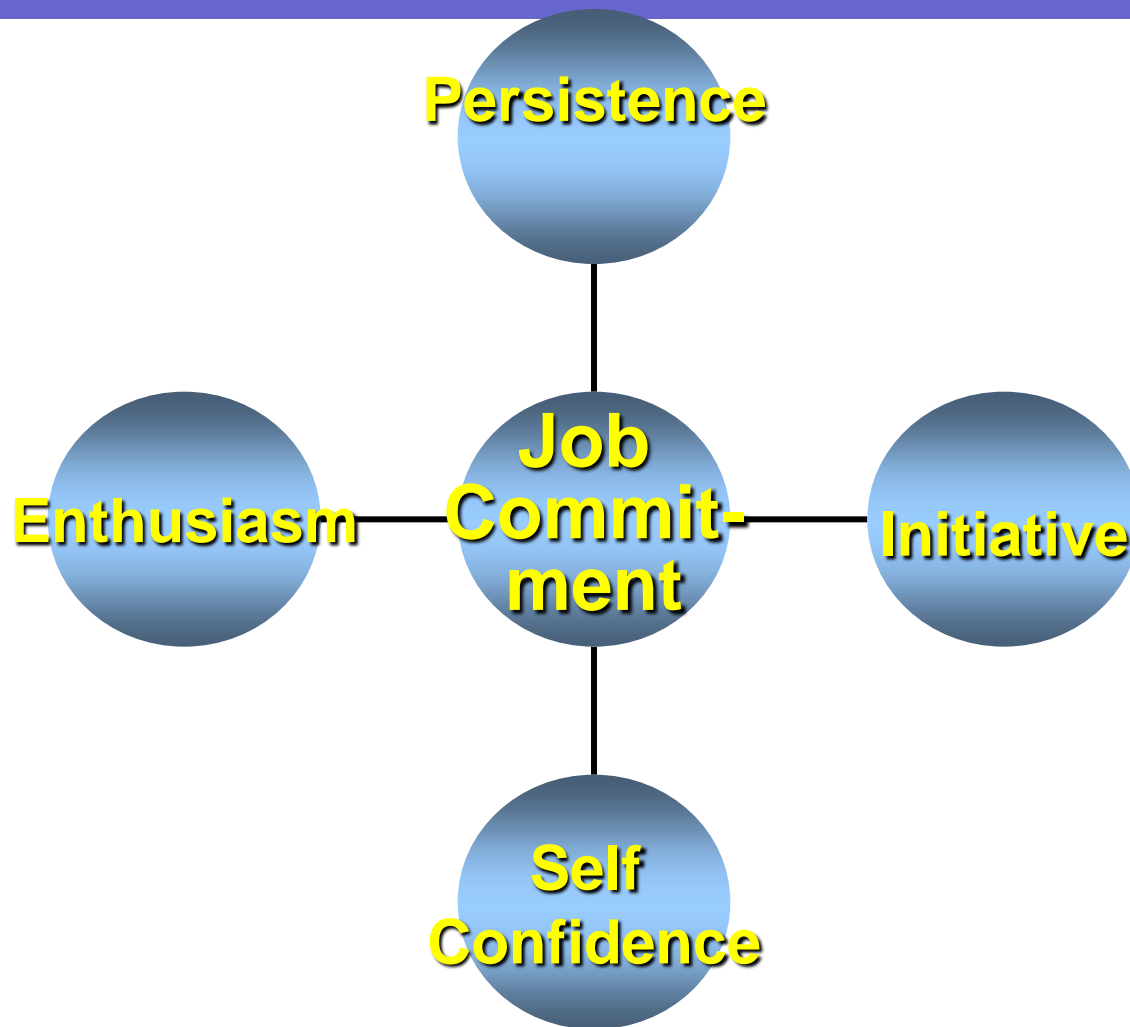
Other Characteristics

Personality Traits



Some Traits of Good Salespeople

14-17



II-3. Training Salespeople

4-18

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

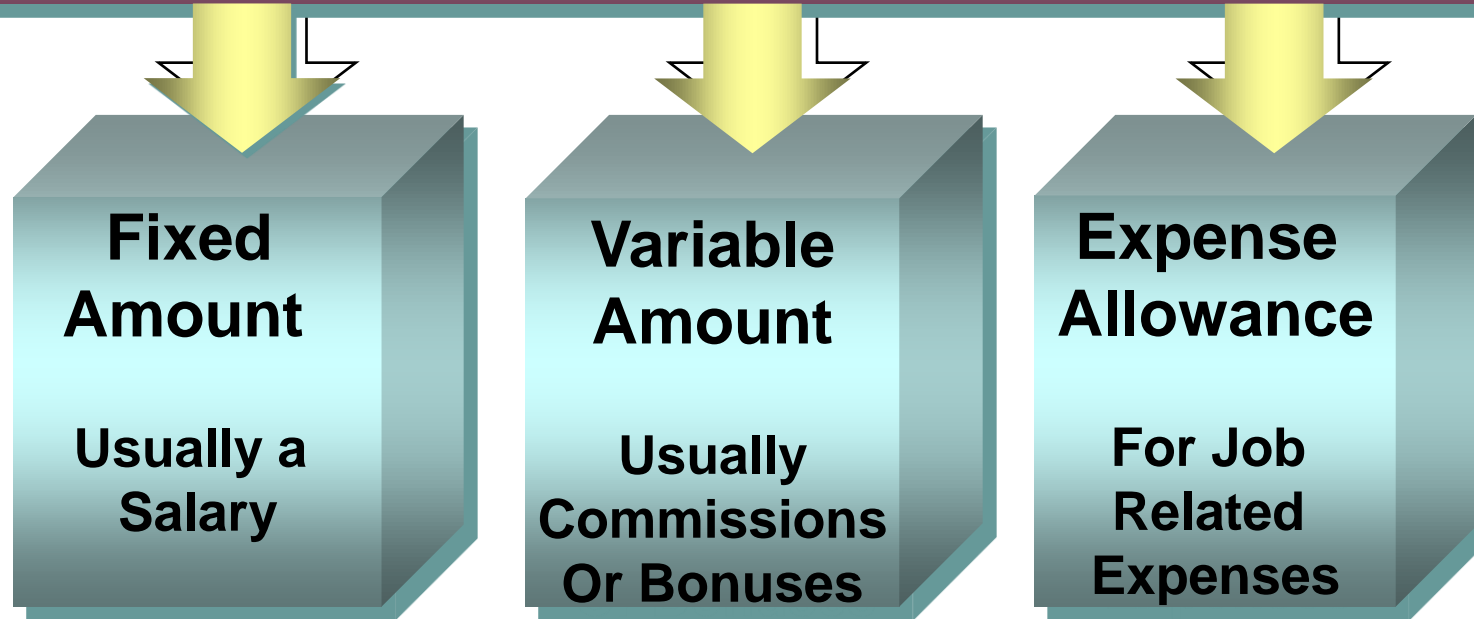
Understand Field Procedures
and Responsibilities



II-4. Compensating Salespeople

14-19

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



Fringe Benefits Provide Job Security and Satisfaction

II-4. Compensating Salespeople

14-20

Components of Compensation

- ❖ **Salary**
- ❖ **Benefits**
- ❖ **Bonus**
- ❖ **Commission**



II-5. Supervising Salespeople

Directing Salespeople

- Identify Customer Targets & Call Norms
- Develop Prospect Target
- Use Sales Time Efficiently
 - Annual Call Plan
 - Time-and-Duty Analysis
 - Sales Force Automation

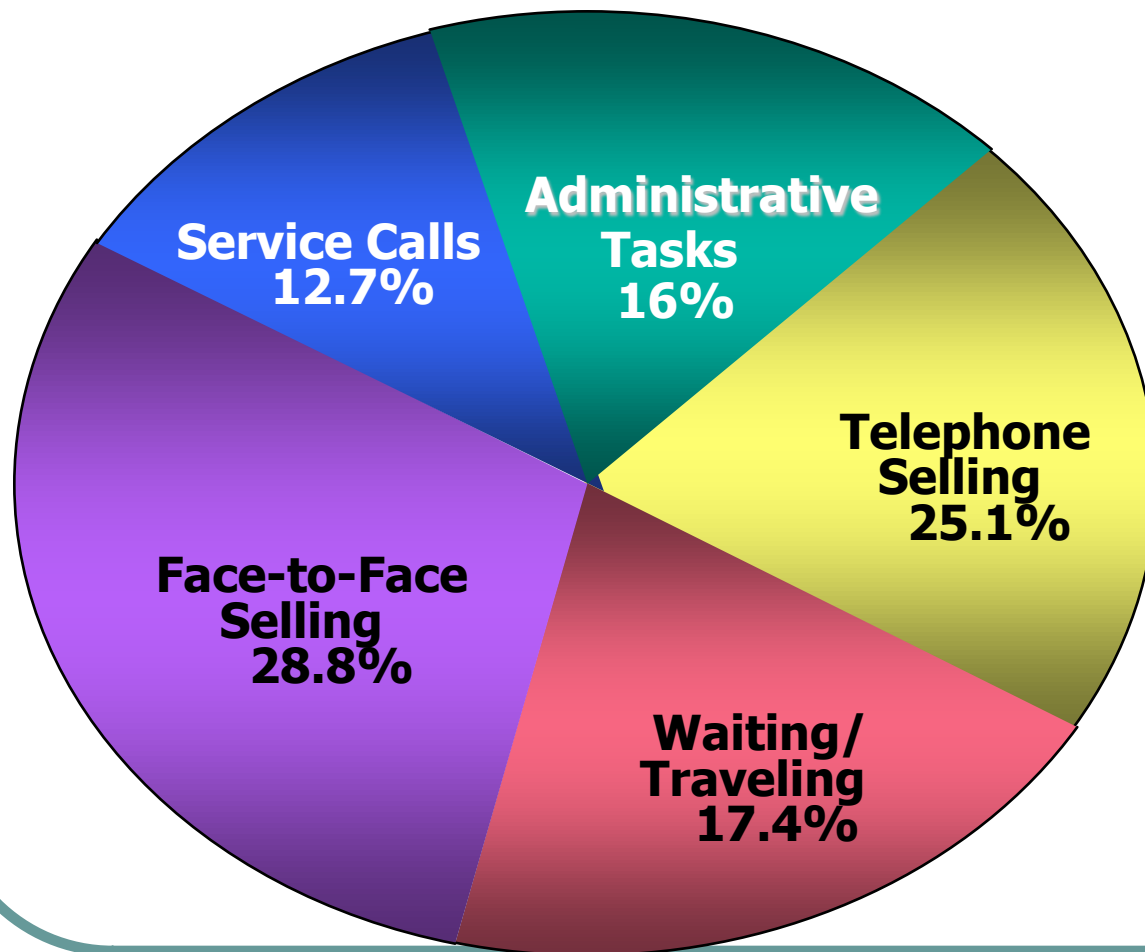
Motivating Salespeople

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

How Salespeople Spend Their Time

14-22

Companies Look For Ways to Increase the Amount of Time Salespeople Spend Selling.



II-6. Evaluating Salespeople

14-23

- Get information in several ways:
 - *Sales reports, call reports, expense reports, Personal observations, customer surveys, etc.*
- Formal evaluation of performance done qualitatively or quantitatively.
- Evaluation methods of performance include:
 - *Comparing salespeople's performance to others,*
 - *Comparing current sales with past sales.*



Questions

14-24

1. Envision a typical salesperson.
 - *Have your perceptions of salespeople changed after what you've just read and discussed? How? Be specific.*
2. What role does training play in helping a person develop selling skills and abilities?
3. State what your career ambition is and briefly state how you might be involved in selling.



III. Selling Process

III-1. Major Steps in Effective Selling

14-26

Prospecting and Qualifying

Pre-approach

Approach

Presentation and Demonstration

Handling objections

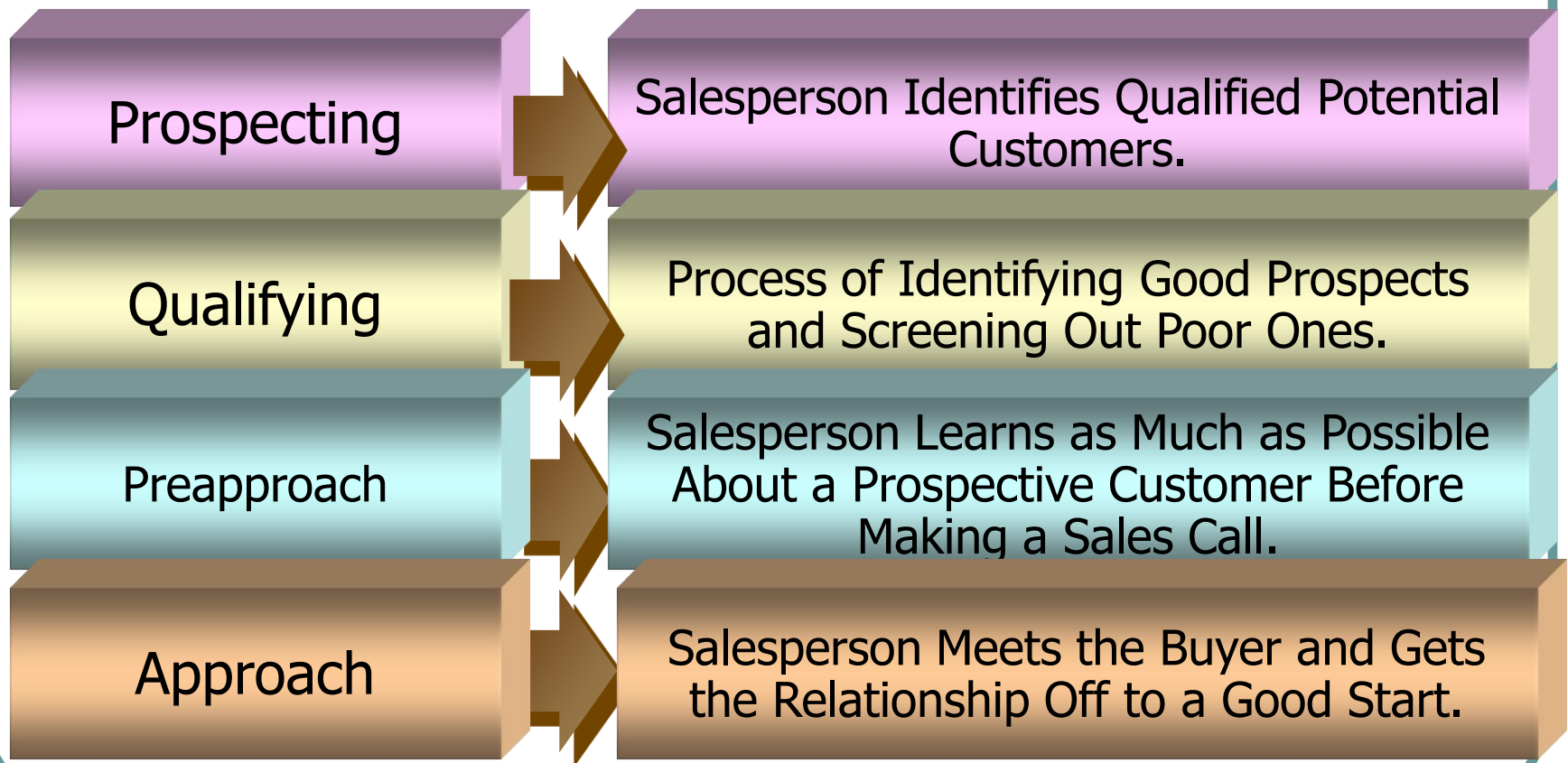
Closing

Follow-up



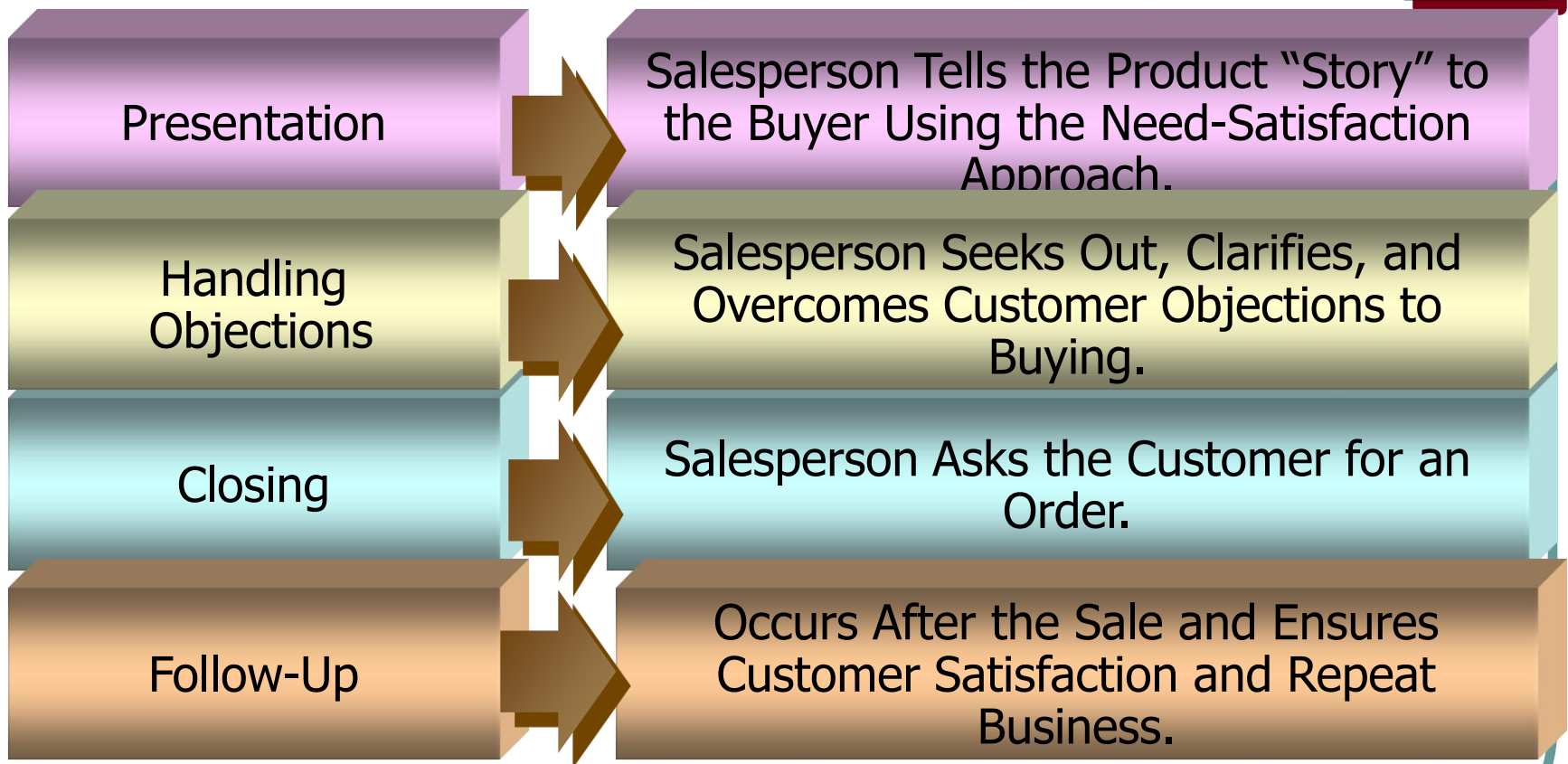
Steps in the Selling Process (1)

14-27



Steps in the Selling Process(2)

14-28



IV. Customer Relationship Management



IV-1. Customer Relationship Management

14-30

➤ Customer Lifetime Value

The amount by which revenues from a given customer over time will **exceed** the company's costs of attracting, selling, and serving that customer.

➤ Customer Database

An organized collection of comprehensive data about individual customers or prospects, incl. geographic, demographic, psychographic, and behavioral data.

IV-2. Relationship Marketing

14-31

Relationship Marketing is the Process
of Creating, Maintaining, and
Enhancing Strong, Value-Laden
Relationships With Customers and
Other Stakeholders.



V. Direct & Online Marketing

V-1. Direct Marketing Channels

-33



Direct mail

Catalogs, CD

Telemarketing

Interactive TV

Kiosk

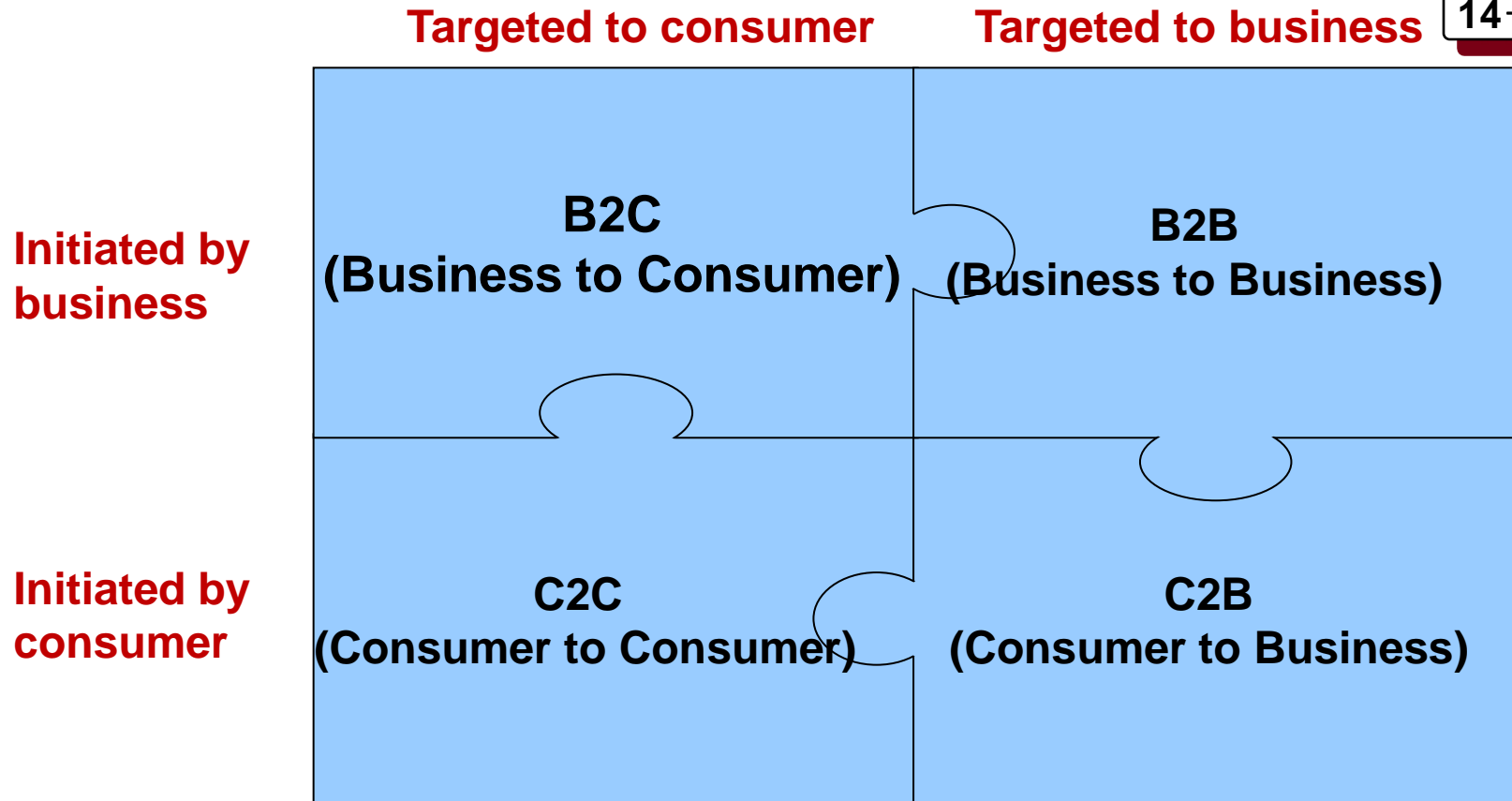
Mobile Phone

Podcasts & Vodcasts



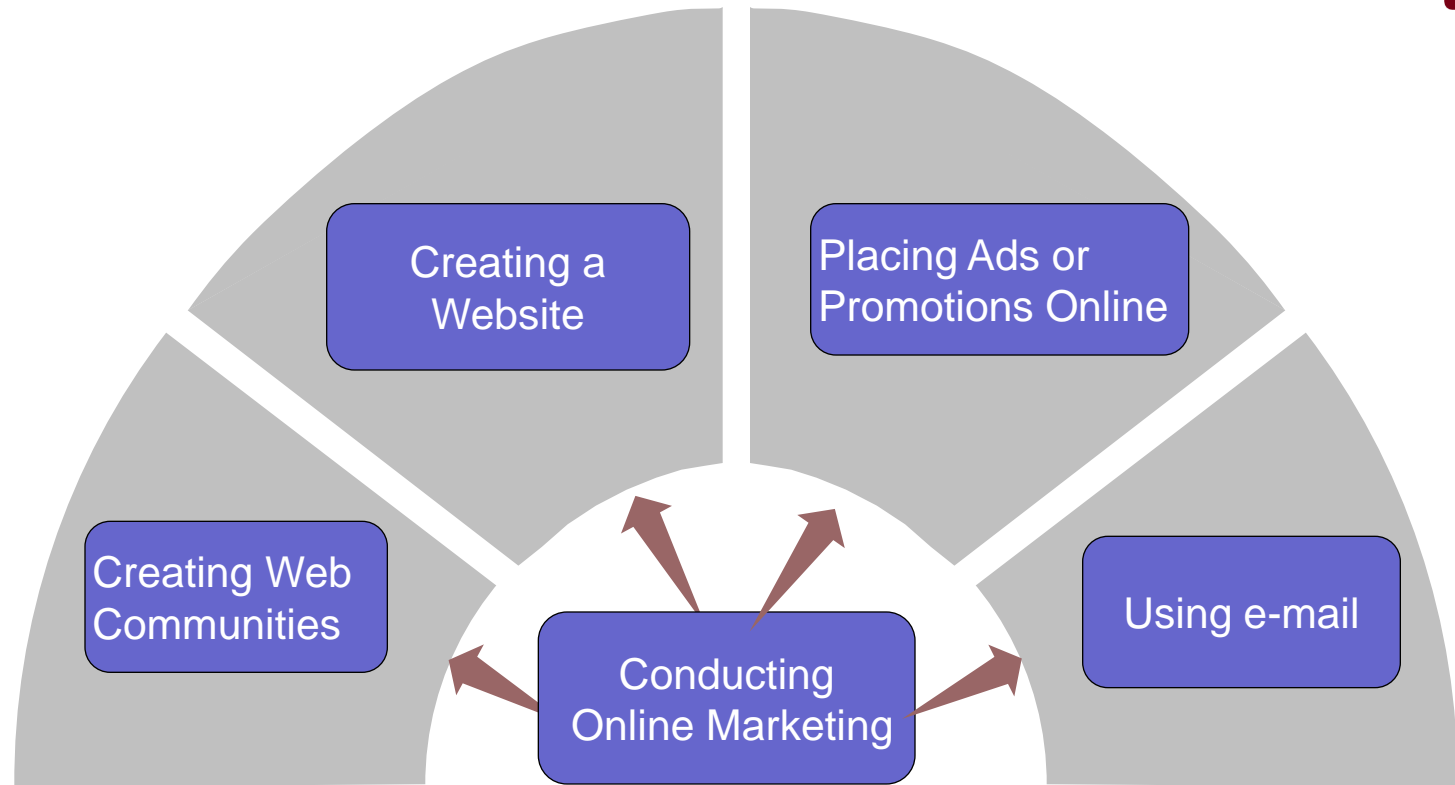
V-2 Online Marketing Domains

14-34



V-3. Setting up for Online Marketing

14-35



V-4. Online Promotional Opportunities

14-36

- ① **Websites**
- ② **Microsites**
- ③ **Search ads** 搜索广告
- ④ **Display ads** 展示广告
- ⑤ **Interstitials** 插入式广告
- ⑥ **Internet-specific ads and videos**
网络广告和视频
- ⑦ **Email**
- ⑧ **Mobile marketing**
- ⑨ **Social Network Site (SNS)**
- ⑩ **Word-of-Mouth**
 - **Sponsorships**
 - **Alliances and affiliate programs**



① Search Engine Marketing (SEM) : CPC

1. 搜索：网民在百度搜索自己关注的关键词信息



2. 推广：企业的推广信息展现在14-37关键词对应的搜索结果页



3. 点击：用户点击推广信息进入企业网站



4. 成交：通过沟通了解，双方达成交易



① The Crucial Role of Key Words

14-38

通用、宽泛词 **VS** 专业、具体词

销售线索数量 **VS** 销售线索质量

用户使用的关键词越专业、越具体，需求越明确，但这类用户的数量较少。



① A Case of SEM (CPC)

14-39

- 用“相机”关键词 搜索谷歌，
- 谷歌获知你最近的偏好
- 你打开谷歌邮箱时，
右侧广告栏就有相机产品广告。

- 商家不费吹灰之力就找到了买家；
按游戏规则，完成信息的精准投递。
- CPC (Cost Per Click; Cost Per Thousand Click-Through) 每次点击的费用
(Google Adsense、百度)



① Website Navigation (网址导航)

14-40

- <http://7999.com/>
- <http://www.hao123.com/>
- <http://www.2345.com/>
- <http://www.114la.com/>
- <http://www.265.com/>
- <http://www.tuanp.com/>



⑨ Social Network Sites (SNS)

14-41



- 千橡集团，2005年12月成立，中国最早之一
- 拥有注册用户1亿以上，活跃用户3000万，
- 已占中国市场份额约占41.4%
- 提供的利益：满足网民精神需求
- 收益来源一——刊载各种形式的广告



The screenshot shows the Renren.com login and registration page. On the left, there is a login form with fields for '帐号' (Account) and '密码' (Password), a checkbox for '下次自动登录' (Remember me), and a '登录' (Login) button. Below it is a '忘记密码?' (Forgot password?) link and an '立即注册' (Register now) button. On the right, there is a search bar for '寻找你的朋友...' (Find your friends...). Below the search bar, there are links for '手机登录' (Mobile login) and '下载手机客户端' (Download mobile app). At the bottom, there are links for '下载人人桌面2.5' (Download Renren desktop 2.5) and '下载游戏助手' (Download game assistant).

人人网是一个真实社交网络，加入她你可以：

- 联络朋友，了解他们的最新动态
- 用照片和日志记录生活，展示自我
- 和朋友分享相片、音乐和电影
- 自由、安全地控制个人隐私
- 找到老同学结识新朋友

我们每天都在快乐地进步着：

- 03月08日 人人桌面2.5版：新增一键抢沙发
- 03月07日 2011女人节活动上线！
- 03月04日 人人餐厅添加全屏功能！

人人网 玩在一起，心在一起



Top 10 Consumer Brands on Social Media

14-43

Ranked by Famecount Index Across Facebook, Twitter and YouTube
June 2nd 2010

Brand	Face Book Fans	Twitter Followers	YouTub Subscribers	Fameco unt Index
Starbucks	7,418,108	901,925	6,509	69.65%
Coca-Cola	5,677,304	27,544	6,967	53.74%
Whole Foods Market	256,832	1,762,983	1,346	48.38%



Word of Mouth Marketing

14-44

finds ways to engage customers so that they choose to talk with others about products, services, and brands.

- **Buzz Marketing**

seeks to get people talking about a brand by ensuring that a product or service or how it is marketed is out of the ordinary.

- **Viral Marketing**

encourages people to exchange information related one way or another to a product or service online

- **Blogs & Microblogs**



VANCL
凡客诚品

“凡客体” 广告系列

14-45



在豆瓣网“全民调戏凡客体”活动，恶搞相片高达2万多张。

“网络上**PS**凡客诚品广告的行为，充分体现了网络的力量和网民的智慧，无论是戏说的创造力还是真实的自我表达，我们都会学习，保持尊重并满怀敬意。凡客诚品平面广告之所以会被广大网民关注并加以演绎，来自于广大网民朋友对于真实评价他人、真实评价自我的需求。”

VANCL 凡客诚品

“凡客体” 广告系列

www.pwu
400-820-

PWU 西大诚品



美国博士
USD 2595

爱打工, 爱造
爱美国, 爱学
也爱2595美元的博
我没有成
我只是复
你来自西大, 我也

我不是唐
我是博

www.yy
400-861

YYY 禹晋永



清凉条格衬衫
HK\$:10000

爱吹牛, 爱金钱与地
爱房地产, 更爱空手
还爱 西太博士与北大博
爱贴近政府官员, 爱兼职高校
也爱 校友唐骏

我不是做假证的, 不是诈
我是禹晋永

我已发律师声明, 我要开
我要你们赔五千万 我是

爱相声, 爱演戏,
爱豪宅, 爱得瑟, 爱谁谁,
尤其爱15块一件的老头汗衫,
我不喜欢周立波,
也没指望他会喜欢上我,
我是郭德纲,
能成为鸡烦洗的代言,
我很欣慰。

GIVENCHY 鸡烦洗

民族风老头汗衫
RMB15



COPYL 复制诚品

www.copyl.com
400-919-8888

爱抄袭, 爱复制粘贴,
爱出书, 爱奢侈, 爱发型,
也爱19998的衬衫, 我不是什么写手,
不是谁的复印机, 我是郭敬明

我和你一样,
我是复制帝

纯棉舒适衬衫
RMB 19998



V-3. Ambush Marketing

14-48

- **when a company not affiliated with an event like the World Cup or the Olympics**
- **runs an ad campaign that links the advertiser to that event in the consumer's mind without saying the company is a sponsor.**



Virality from Ambush M. + Social Media

May 7--June 6, 2010

14-49

World Cup related messages on blogs, message boards, groups, videos and image sites:

S.M. (Flickr, YouTube, Facebook Twitter)

Online buss: Nike 30.2%; Adidas 14.4%



Rooney, Ronaldo, Kobe Bryant

Homer Simpson

“Write the Future” viewed 14mil. times on YouTube since mid-May.



V-5. E-Marketing Guidelines



14-50

- **Give the customer a reason to respond**
- **Personalize the content of your emails**
- **Offer something the customer could not get via direct mail**
- **Make it easy for customers to unsubscribe**



Questions

14—51

1. Why should online marketing be crafted with traditional offline marketing?
2. What would help constitute a company webpage to be an effective tool of marketing communications?
3. Identify and describe the most appealing features of Jingdong online store.  京东商城
360buy.com
PC HOME
WWW.PCHOME.NET
4. In what way can a company leverage the advantage of a social media such as Facebook, twitter, Renren and Sina microblog?  新浪微博