



*it's good and
good for you*

Chapter 16 & 17

Personal Selling, Direct and Online Marketing: Building Direct Customer Relationships

Nature of Personal Selling

- Most salespeople are well-educated, well-trained professionals who work to build and maintain long-term relationships with customers.
- The term salesperson covers a wide spectrum of positions from:
 - Order taker (department store salesperson)
 - Order getter (someone engaged in creative selling)



What is Personal Selling?

Involves Two-Way, Personal
Communication Between Salespeople
and Individual Customers



The Role of the Sales Force

Represent the Company
to Customers to *Produce
Company Profit*

Sales Force

Serves as a Critical Link
Between a Company and its Customers Since They:

Represent Customers to
the Company to *Produce
Customer Satisfaction*



Major Steps in Effective Selling

Prospecting and Qualifying

Preapproach

Approach

Presentation and Demonstration

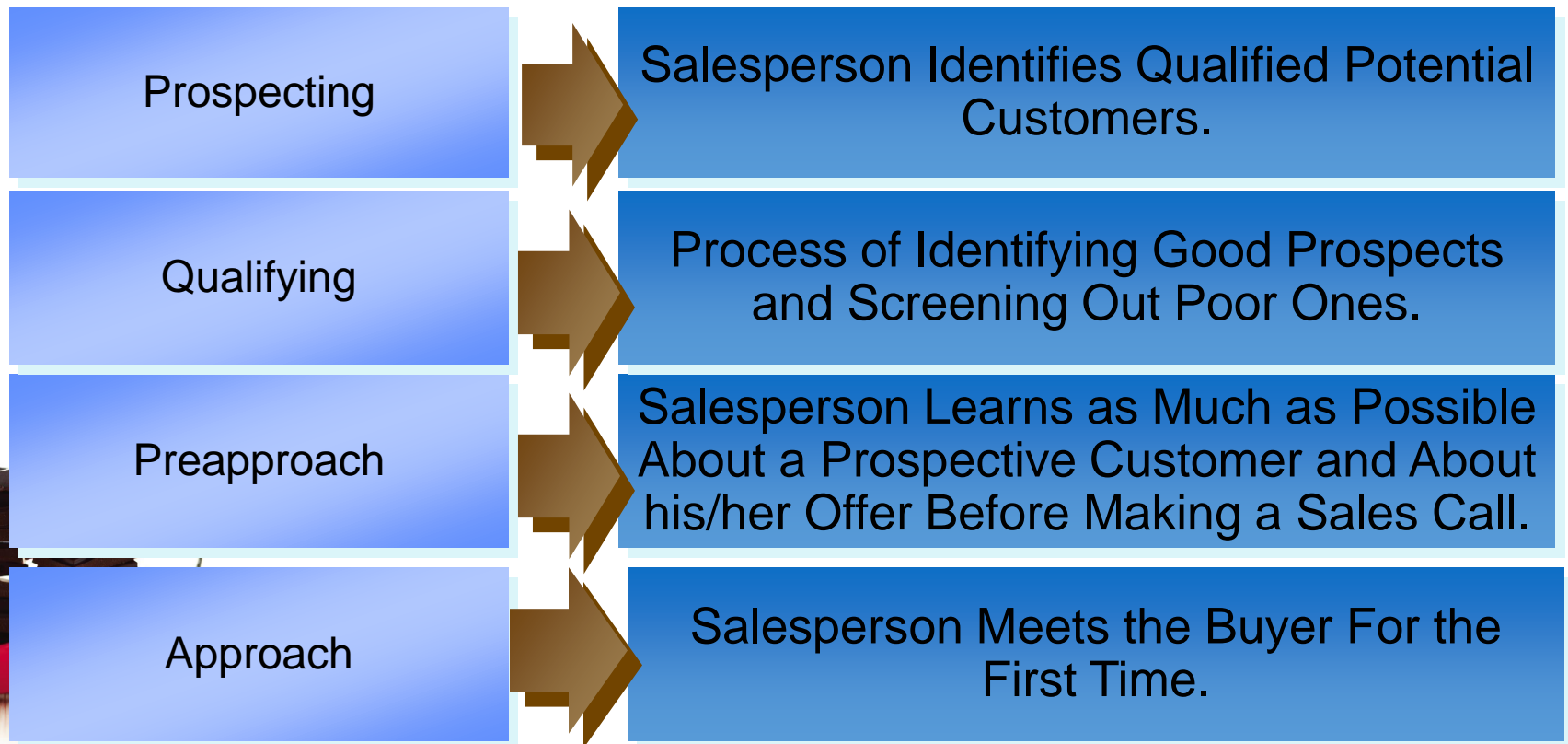
Handling objections

Closing

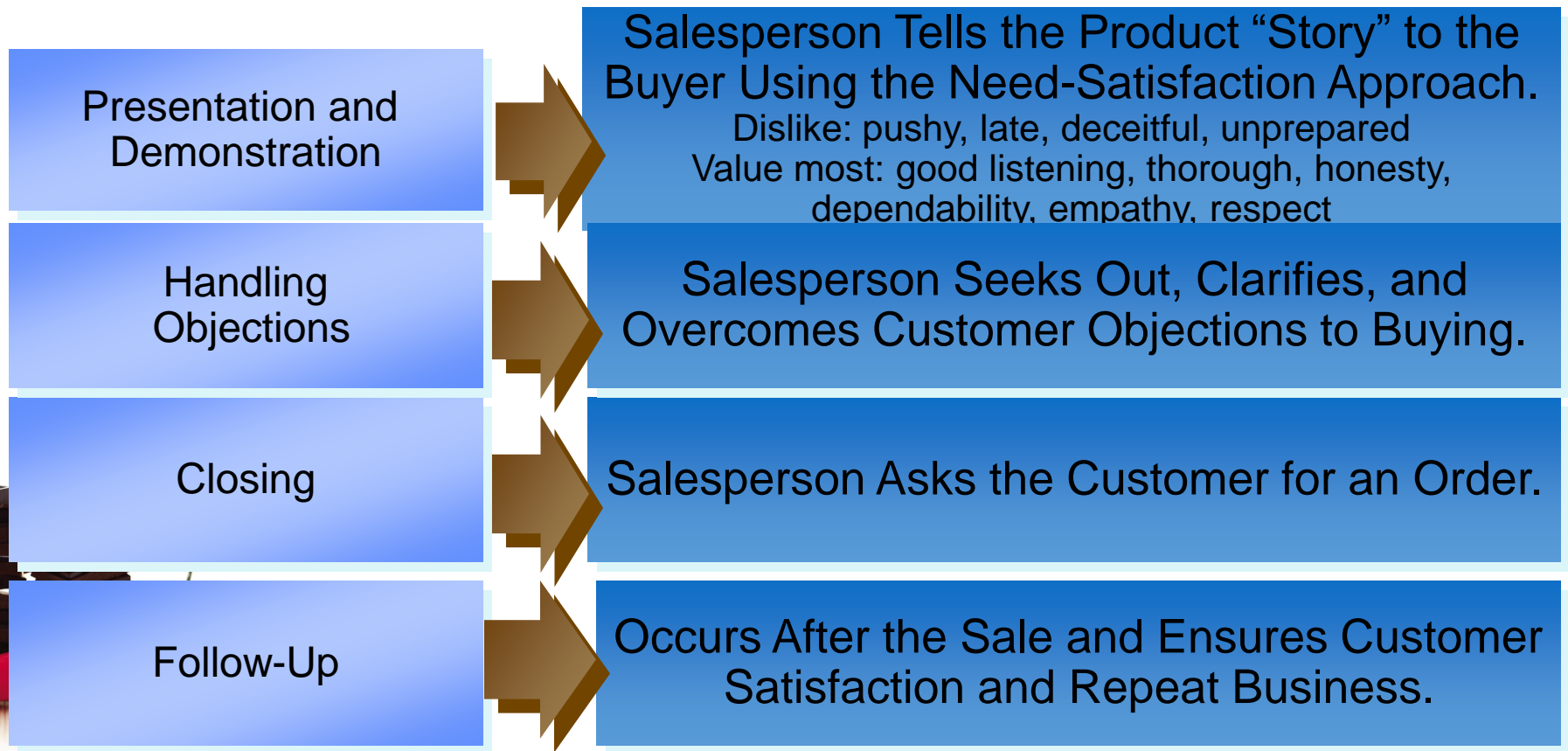
Follow-up



Steps in the Selling Process



Steps in the Selling Process



The New Direct Marketing Model

Direct marketing

- A marketing channel without intermediaries
- An element of the promotion mix
- Fastest-growing form of marketing



Online, over the phone, or at your local office.



Growth and Benefits of Direct Marketing

Benefits to Buyers

- Convenience
- Ready access to many products
- Access to comparative information about companies, products, and competitors
- Interactive and immediate



Growth and Benefits of Direct Marketing

Benefits to Sellers

- Tool to build customer relationships
- Low-cost, efficient, fast alternative to reach markets
- Flexible
- Access to buyers not reachable through other channels



Customer Databases and Direct Marketing

Customer Database

Customer database is an organized collection of comprehensive data about individual customers or prospects, including geographic, demographic, psychographic, and behavioral data



Forms of Direct Marketing

Personal selling direct marketing

Direct-mail direct marketing

Catalog direct marketing

Telephone marketing

Direct-response television marketing

Kiosk marketing

Digital direct marketing

Online marketing



Forms of Direct Marketing

Direct-mail marketing involves an offer, announcement, reminder, or other item to a person at a particular address

- Personalized
- Easy-to-measure results
- Costs more than mass media
- Provides better results than mass media



Forms of Direct Marketing

Catalog direct marketing involves printed and Web-based catalogs

Benefits of Web-based catalogs

- Lower cost than printed catalogs
- Unlimited amount of merchandise
- Real-time merchandising
- Interactive content
- Promotional features

Challenges of Web-based catalogs

- Require marketing
- Difficulties in attracting new customers



Forms of Direct Marketing

Telephone direct marketing involves using the telephone to sell directly to consumers and business customers

- Outbound telephone marketing sells directly to consumers and businesses
- Inbound telephone marketing uses toll-free numbers to receive orders from television and print ads, direct mail, and catalogs



Forms of Direct Marketing

Direct-response television

Direct-response television (DRTV)

marketing involves 60- to 120-second advertisements that describe products or give customers a toll-free number or Web site to purchase and 30-minute infomercials such as home shopping channels

- Less expensive than other forms of promotion and easier to track results



Forms of Direct Marketing

- Kiosk marketing
- Digital direct marketing technologies
 - Mobile phone marketing
 - Podcasts
 - Vodcasts
 - Interactive TV



Forms of Direct Marketing

- Mobile phone marketing includes:
 - Ring-tone giveaways
 - Mobile games
 - Ad-supported content
 - Contests and sweepstakes



Forms of Direct Marketing

Podcasts and vodcast involve the downloading of audio and video files via the Internet to a handheld device such as a PDA or iPod and listening to them at the consumer's convenience

Interactive TV (ITV) lets viewers interact with television programming and advertising using their remote controls and provides marketers with an interactive and involving means to reach targeted audiences



Online Marketing

Marketing and the Internet

Internet is a vast public Web of computer networks that connects users of all types around the world to each other and to a large information repository



Online Marketing

Online Marketing Domains

Business to
consumer
(B2C)

Business to
business
(B2B)

Consumer
to consumer
(C2C)

Consumer
to business
(C2B)



Online Marketing

Online Marketing Domains

Business to consumer (B2C) involves selling goods and services online to final consumers

Business to business (B2B) involves selling goods and services, providing information online to businesses, and building customer relationships



Online Marketing

Online Marketing Domains

Consumer to consumer (C2C) occurs on the Web between interested parties over a wide range of products and subjects

Blogs

- Offer fresh, original, and inexpensive ways to reach fragmented audiences
- Difficult to control



Online Marketing

Online Marketing Domains

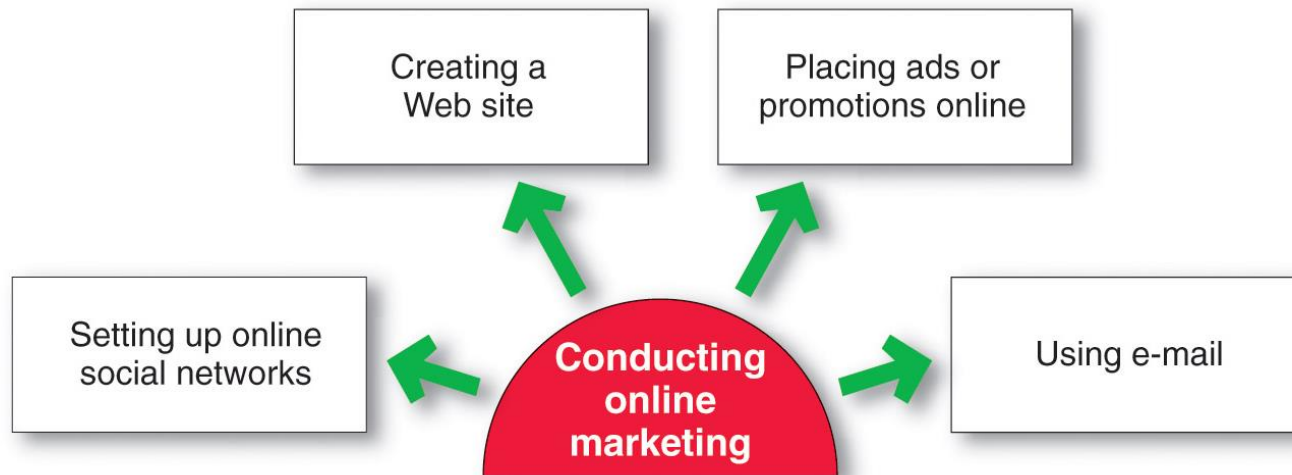
Consumer to business (C2B) involves consumers communicating with companies to send suggestions and questions via company Web sites



Online Marketing

Setting Up an Online Presence

- Creating a Web site requires designing an attractive site and developing ways to get consumers to visit the site, remain on the site, and return to the site



Online Marketing



Setting Up an Online Presence

Types of sites

- Corporate Web site
- Marketing Web site




MINI CONFIGURATOR > CLOSE WINDOW

STEP 1 2 3 4 5 6 > NEXT VIEW:   > FULL FEATURES LIST & MODEL COMPARISON

GENUINE MOTORING ACCESSORIES

- > EXTERIOR STYLING
- > AUDIO & ELECTRIC
- > RACKS & LUGGAGE
- > SEATS & TRIM
- > INTERIOR ITEMS
- > FLOOR MATS
- > PROTECTION
- > WHEELS
- > PLATES



2008 MINI COOPER S
Base MSRP: \$21,200

PERFORMANCE

- 16" S-Winders (perf. rft) **STD**
- Front Fog Lamps **STD**
- 6-Speed Getrag Manual **STD**

COCKPIT

- Sport Seats **STD**
- Int. Surf. Checkered Silver **STD**
- On-Board Computer **STD**
- Leather Sport Wheel **STD**
- 6-sprk AM/FM CD Player **STD**
- Leatherette: Black/Grey **STD**

JOHN COOPER WORKS ACCESSORIES




No item has been selected.

GENUINE MOTORING ACCESSORIES

- ☒ Sport Stripes - white **\$85**

MSRP as Configured:* \$21,850
Total Accessories:** \$85
Total Combined: **\$21,935**

> ESTIMATE YOUR PAYMENT
> SEND TO A DEALER
> SEND TO A FRIEND
> SAVE YOUR CREATION
> DOWNLOAD/PRINT YOUR CREATION

01  Sport Stripes - black (\$85)  Sport Stripes - white (\$85)  Roof Stripes - black

Rollover an item for more information. Click the image of the item to add it to your selection list.

MORE OPTIONS >



Online Marketing

Setting Up an Online Presence

Corporate Web site is designed to build customer goodwill and to supplement other channels, rather than to sell the company's products directly to:

- Provide information
- Create excitement
- Build relationships



Online Marketing

Setting Up an Online Presence

Marketing Web site is designed to engage consumers in interaction that will move them closer to a direct purchase or other marketing outcome



Online Marketing

Designing Effective Web Sites

To attract visitors, companies must:

- Promote an offline promotion and online links
- Create value and excitement
- Constantly update the site
- Make the site useful



Online Marketing

Designing Effective Web Sites

The Seven C's

Context

Content

Community

Customization

Communication

Connection

Commerce



Online Marketing

Placing Ads and Promotions Online

- Forms of online advertising

- Display ads
- Search-related ads
- Online classifieds



Online Marketing

Creating or Participating in Social Networks (Web Communities)

- Social Networks (Web communities) allow members to congregate online and exchange views on issues of common interest
 - Facebook



Online Marketing

Using E-mail

Marketers are developing enriched messages that include animation, interactivity, and personal messages with streaming audio and video to compete with the cluttered e-mail environment



Online Marketing

Using E-mail

- Spam is unsolicited, unwanted commercial e-mail messages
- Permission-based marketing allows users to opt in or opt out of e-mail marketing



Public Policy Issues in Direct Marketing

Irritation, Unfairness, Deception, and Fraud

- **Irritation** includes annoying and offending customers
- **Unfairness** includes taking unfair advantage of impulsive or less-sophisticated buyers
- **Deception** includes “heat merchants” who design mailers and write copy designed to mislead consumers
- **Fraud** includes identity theft and financial scams



Public Policy Issues in Direct Marketing

Invasion of Privacy

- The concern is that marketers may know too much about consumers and use this information to take unfair advantage
- Sale of databases
- Microsoft

