

media monitoring on a regular basis and reacting on mentions according to the algorithms developed on the previous step. This can be seeding campaign (sharing positive comments about the brand), starting discussions on forums, answering users' questions depending on the goal of the strategy.

To sum up, online mentions of brands form an important source of information about customers. Companies can study their audience and compare their position with the positions of the competitors with minimal costs by analyzing these messages. And development of the online mentions management strategy can contribute significantly to building the effective communication strategy of the brand.

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TELEMARKETING DIPLOMACY: SOME RULES OF TELESALES

Key words: telemarketing, telesales, «old» calls, «warm» calls, potential customers, sale

Telemarketing is selling any goods or services by means of telecommunications. This service generates interest, creates opportunities, provides information, promotes customer feedback, makes appointments and produces sales by telephone. Telesales is a very cost-effective approach and considered to be as a main component of telemarketing that sells products or services directly to the customer by telephone. This kind of sales is faster and lowers the costs required for visiting customers in person, and at the same time can also be more flexible and compelling than a sales letter. Any sales in the companies start their work from finding customers with cold outgoing calls from target audience. It is called «old» calls, because the manager calls a potential customer, who does not expect it. So, it is defined as the solicitation of business from potential customers. «Cold» calling is a powerful tool of promotion made by experienced staff being familiar with the telemarketing diplomacy. When

the target customers are more loyal to the company, take an interest in the proposed product and agree to re-call, meeting or purchase, all subsequent contacts will be automatically transferred into the category of «warm».

Every phone call to a potential customer must be carefully planned and prepared. It means that it is required not just to find a phone number and company name in the directory in the Internet, and learn about the activity profile of potential customer problems and possibilities of solving them. The sequence of questions should be designed according to the formula "of the total - to the private." It is difficult to understand the client's request, asking him, for example, the question: "What are the objectives you want to solve by creating a new site?" More important information is obtained by asking, "When do you want to open your own online store." You need to put a particular purpose of the call, prepare written questions to identify customer needs and gather information about the company. Questions to the client must not contain provocative motive in relation to competitors, because it is unethical and illegal. Ask clients what issues they are facing and offer relevant solutions. Do not just sell on price. Instead, show how you are different to the competition and get to know your clients and their business needs.

Cold calling can be very effective but many people can lose their nerves. Accepting failure as a personal insult is a big mistake that can cause stress. It is important to teach your employees not to take daily failures, especially during «cold» calling. Failures on the phone have much in common. It is much easier to refuse the person whom you do not communicate face to face. In cases of refuse the client has nothing against an employee who has addressed to him on the phone. The customer may not like the product, the price, performance dates, and other factors proposed by the company. There is no personal hostility to the caller.

Telephone marketing is not just about making calls. Many businesses get the chance to turn enquiries into sales when people ring them. It is important to prepare for these inbound calls. You and your staff must be professional and helpful on the telephone, be able to quickly find a solution in unusual situations.

If the company does not have the capacity of recruitment exclusively for telemarketing, you can give this job to outsourcing call-centers. In Europe, the USA and many CIS countries, this practice gives a fairly high percentage of independent appeals to interested customers. Unless you plan to outsource telesales to a telemarketing company, you will want to invest in making sure that employees have the right sales techniques and negotiation skills. Direct instructions and technologies of this type of sales as well as scripts of required conversations should be developed step by step in advance.

If you are great at attracting potential customers but find it difficult to convert all that potential into business, you need help with Telesales. It works best if you are clear about what it can and cannot do for your business. Selling directly over the phone in terms of cold calling to potential customers and trying to convince them to make a purchase may not be a realistic option and could damage your reputation.

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BENCHMARK AS AN INSTRUMENT OF BUSINESS MANAGEMENT

Key words: benchmark, business management, assignments of benchmark, principles of a benchmark, process of a benchmark

Strategic management by any entity in the market environment is concentrated on three main issues: - What positions takes our entity today; - What heights shall we reach tomorrow? - What method is it better to make it?

So, starting point of the strategic analysis is the correct determination of the current line items of the entity in the market, indicators of its economic financial activities, strong and weaknesses. But in order that to make it, it is necessary to determine correctly base and criteria of comparison, the strategic line item of the entity in the market environment is its line item concerning competitors.

The work purpose is to consider a concept of a benchmark, namely: - content, types and generation of a benchmark; - stages of implementation of the benchmark project; - strategic benchmark.

The benchmark is a continuous, systematic search, studying of the best practice of competitors and the entities from allied industries, and also fixed comparison of desirable changes and results of business with the created reference model of own business of the organization.

Scientists determine the periods' development of a benchmark depending on specifics of its use. The first generation of a benchmark is interpreted as reengineering, or the retrospective analysis of a product. The second generation is a competitiveness benchmark where the concept of a benchmark purchases title thanks to the Copier (1976-1986).

In 1982-1986 the third generation of a benchmark which transition of the entities opportunity to adopt experience at the entities of other sector of economy is characteristic gained development, there is more effective, than a research of competitors.

The fourth period is determined as a strategic benchmark which is considered as the systematic process directed to assessment of alternatives, strategy implementation and enhancement of characteristics' performance on the basis of studying's successful strategy of the external companies.

Now the benchmark purchases the status of global concept. The fifth generation of a benchmark is considered as the tool of the organization of the international experience exchange taking into account national peculiarities of business and production organization.

The main types of a benchmark are: internal; competitive; general; process;