



Fig. 1. Model quality fitness services

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MARKETING THINKING AS A MEAN TO INCREASE SALES

Currently, there is incomprehension of the role of marketing among the managers. Very often the heads of some companies consider the marketing department to be only a supplier of corporate gifts and advertising developer. I would like to cite the opinion of the prominent marketing expert P Drucker. He believed that

investments are only in business marketing and innovation, everything rest- is the cost.

The success of any firm on the market, the opportunity for growing and increasing sales depends on the skill of the marketer, who works in the company and has good knowledge, skills and marketing thinking.

Marketing thinking can be compared with the thinking of the market, which represents a lot of consumers. A good specialist should be able to capture the mood of the consumer, to analyze his behavior, habits and anticipate, foresee preferences. Marketer, in its essence, is an analyst, constantly processing a lot of information, forming tendencies, folding of a set of facts on the market.

E.Rays and D.Traut , while using the term "marketing thinking", used the expression "wrong thinking"(outside-in thinking) as visual image [1]. B. Shenert defines it, using an interesting expression: "I - marketing" and "you-marketing" (I-and-you advertising, etc.) [2]. Marketer A. Repev determines how the practitioner, who will unlikely to have a success if he does not have a special marketing thinking [3]. Hiring a marketer, the head of the company looks at his diploma and assesses its marketing expertise. But it is not enough, if the marketer does not have a marketing thinking. If it is so, the company will have only "development strategy" and probably will not advance further.

F. Kotler and P. Drucker believe, marketing is the whole business seen from the perspective of the Client. But not every marketer can put himself in the customer's shoes and think like him. To know the point of view of the customer, marketers must think as consumers.

The best ways to acquire the skills of marketing thinking are:

- Pointing out and searching for solutions to the key issues of marketing;
- Assessing the market segmentation, i.e. the chances of success or failure in a competitive environment (which types of product is in value);
- Estimating the values of competitors, in terms of their ability to carry out an adequate response to your marketing efforts;

This way of thinking, the mission of the business through strategic definition to component parts of the R-complex marketing is a marketing thinking.

Marketer, who has a marketing thinking, understands the market by 100%. He knows exactly what the customers need and knows what they will need in the future.

For such skilled specialist it is enough just to start a conversation with the consumer, as the consumer starts to think that he knew him for a very long time, begins to perceive it almost as a friend or even as a relative. Consumer sees that the specialist also introduced the idea that lies in the heart of the market, which means they are "of one blood", they are brothers in mind, they are birds of a feather. After that, the user is not already considering this as a potential deceiver, and sees it as an assistant, as a person who is committed to help others to develop embedded ideas.

Marketing thinking begins with the extremely useful "disease" that A. Repev called "clientmania" [3]. It can be defined as the habit of literally approach to all business only from a position of His Majesty the Client, asking yourself dozens of questions "from the Client." Clientomania implies some ability to "Split personality", the ability to transform into the Customer - "wear the shoes and to dress up in the skin

of his characters" (Tolstoy).

It is noted that marketing thinking is the highest level of competitiveness. This way of thinking allows you to configure the business so that it will work as the best Swiss watches. Marketer who has formed a marketing thinking sells the goods, and the one who has not formed it, sells himself. Marketing thinking can help to improve all business processes and opportunities in all areas, from creating the product, to working with clients. Working with clients will be organized on quite another level. On a level of quality that allows you to see new opportunities. One possibility is that there will be an understanding of customer issues - it's just the idea that the client cannot realize and if you help him, then you can earn good money. Customer's problem - it is an occasion to create a product, the reason for business, an occasion to make money. Customers have many problems, and these are the opportunities for business, too, but in order to see it - you have to look at the situation from a different angles. Marketing thinking is formed by noodrivers, marketing thinking to the market, but the marketing articles are written in the language of noomarketing. As well as advice on marketing is a way to develop the market thinking and bring it to perfection [3].

A lot of companies on the market today are good examples of using marketing thinking in business. Timberland is an example of a socially responsible corporation for the entire world in the XXI century. The vision is represented by a digit earnings growth, positive emotions, which are caused by a demonstration of the growth of the stock price for the company's employees. Timberland cultivates values of humanity, humility, honesty and success in their work, and their employees company demonstrates these important factors in different ways. The most important of them - the program "The Way of the service", which provides employees with the opportunity to apply corporate values into practice.

"Uves Rocher» - a vivid example of using marketing thinking in business. Through a variety of events, competitions, as well as creating social and environmental funds, whose main objective is to make the world green, producing eco-bags instead of plastic, using organically degradable foaming formula, that attracts a lot of buyers. Indeed, many are interested in protecting the environment and natural and safety of particular product.

Thus, the marketing thinking is a constant reflection on the Customer with the ability to imagine the typical customer, the average representative of this segment, and put yourself in his place. Marketers need to imagine all aspects of relations between the Client to this product category, for this product, this company, competitors and others. It is necessary to imagine, how he can learn about the product, how to make decisions about buying it. It happens sometimes, that only one lost circumstance can destroy orderly done marketing scheme and destroy an expensive advertising campaign.

References:

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