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“PAIN SALES” AS A MARKETING TOOL

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People spend a lot of money to alleviate the suffering in their lives: physical, mental, psychological, or just some made-up. People want to get rid of the pain. They are ready to do anything just to stop the suffering.

But one thing when we talk about pharmacology, traditional medicine or psychological assistance. There is a clear and pain is sold by itself. Another thing, when the goods or services of everyday life that we do not perceive as a means of getting rid of some pain.

However, the pain - the strongest motivator, which is silly not to use in sales. Most people in the world are dissatisfied with something: work, neighbors, relations. In general, each of us there is some pain that we want to get rid of.

And smart marketer knows it. He realizes that he only has to pour "insult to injury" and the client will buy this product. It does not cost anything. If you understand the pain of their customers, then find a way to "put pressure on the toes" and the buyer will be willing to pay money for your help.

The main task to understand where the customer actually hurts. Ask your customers what they want from the get rid of most. And help them with this. Not necessarily completely, but even slightly softened the pain, you already get their fee.

Travel agencies do it well. They did not give a warm haven for life, just a 2-week vacation. But people can feel quietly at this time.

Pain is also regarded as a psychological reality, and not as an experience that can be operated in the sales process. A marketer must determine discomfort and optimize the marketing strategy based on it, rather than reinforce negative emotions to bring to the market.

The main disadvantage is the pain of sales based on the manipulation of feelings and trust. However, with the right approach, the concept of manipulation technique transformed into an effective component of a marketing strategy. When you are using the correct technique sales pain you can use them as an excellent tool for making transactions.

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TARGETING

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