

HOW TO MAKE GOODS REALIZATION MORE EFFECTIVE – NEW APPROACHES TO WORK WITH CLIENTS

Until recently the main mode of goods realization has been fully aggressive. The trader was merely interested in making the client purchase by all means the product or services offered (40% of all his efforts). Most of his time as a rule was dedicated to the presentation of the product or service focusing exclusively on its advantages (30%). Imposing the product the seller knew very little about the client's needs and even was not interested to learn about them (20% of efforts). His presentation was not aimed at forming confident relations with the client who could have given the seller more possibility to persuade the client buying the product.

Russians got acquainted with such a model of trading during 90th of the previous century when this country was flooded by foreign emissaries offering new and attractive forms of resort property abroad. Clients were invited to luxurious hotels, motivated to get gifts (a strong motive used in marketing for attracting people is to promise something free of charge), offered some beverage and impressed by handsome men with charisma who in a extremely rapid and efficient way advertised club holidays. Another peculiar feature was that clients were never given a minute for reasoning – the reasons of the purchasing benefits were very well expressed. The process was accompanied by another marketing technique – from different corners of the hall one could hear happy exclamations of new proprietors of holiday property sharing free champagne with the personnel and the rest of the clients. Why was this model substituted?

In a year or two the holiday time-share owners were split into several groups. The first and the smallest group were people satisfied with this purchase as it gave them possibility to take advantage of the club's personnel for buying real entity or apartment abroad. The other group, the second in size, felt that the money invested would never be returned, and stopped paying administration fees. The third group tried time-share holidays ones or twice but couldn't afford it more losing the money invested. The biggest group was composed by unsatisfied people who comprehended that they were cheated when were promised the paradise receiving just some place under the foreign sun which required more and more investment. The last group being dominant made the marketing tools applied by clubs' personnel to be changed as they gave negative advertisement of a good idea. Besides, the proper client has changed. He doesn't want to be imposed a product not to be forced to buy it. He prefers to take his own decision due to his needs and preferences. A new model of selling the holiday product was to appear. It also happened in other spheres of commerce and gave rise to a new marketing strategy.

The client is not forced aggressively to buy. All the benefits are exposed altogether with detailed calculation of how much money he would need further to maintain his holiday property. The main accent in the new marketing model is made on forming confident relations between the manager and the client. These relations start even before the client appears in the club. Previously he gets materials about the

club holidays sent to him to be acquainted with the location and facilities. He fills in a questionnaire for the club administration. It occupies more than 40 % of all the seller's efforts to create confident relations, to make the client believe in what the manager is saying, in his openness and frankness. Special questionnaires are offered beforehand to comprehend the needs and financial status of the client (30% of seller's efforts). The presentation of the product is important but it culminates all the preliminaries and gives the client possibility to ask his final questions to feel sure of the rightness of his decision (20%). The client is treated mildly. He is given time to consult his friends, to give another thought to the offer, to interview the manager and the personnel, etc. And only 10% is given to the final act that is the contract/ deal signing.

Such model of marketing might be called "mild"/"soft" in comparison with the previous, aggressive one. Both of them share the same aim – to make the client purchase the product or service. The difference is in ranging priorities of the marketing steps towards the positive result. Why is the mild/soft marketing model more progressive?

A client who has formed confident links with the manager is never lost. He would come back. For sure!

References:

1. www.eup.ru
2. www.e-xecutive.ru
3. www.heritage.resorts.com