

People – Success Factor in Service Marketing

In recent years traditional consumer marketing has made a turnabout to service marketing. Because of this change, the well-known 4P's (Product, Price, Place, Promotion) suffice no more. Now there are 5P's and one is a real success factor for SME businesses: **People**.



Previously consumer marketing made up the core of all marketing activities. Nowadays long-term-based service marketing has become the focus. An optimal marketing mix comprises all of the following 5 elements:

- **Product** – product creation, style, quality, packaging, size, brand name, assortment planning, service and guarantees
- **Price** – price determination, discounts, incentives, sales terms and delivery conditions
- **Place** – location, exterior and interior design, storage, transport facilities, marketing channels
- **Promotion** – advertisement, personal sales, sales promotions, fairs, sponsoring, events, PR
- **People** – personnel capacity, personnel qualifications, training needs, employee motivation

But why are 'People' such an important success factor? – Your employees are of major significance for your business! In the SME business world your employees are often the only element that separates your business from that of your competitors.

Economic and social processes are inseparable. Satisfied employees have, without question, a positive impact on your business: increased productivity and higher performance levels, creative results in development and research, decreasing overheads. This enables you as a manager to respond more quickly and efficiently to the changes in the market.

How to Find the Ideal Marketing Mix

In order to create the optimal Marketing Mix, the first five topics must be clearly defined before step six can be implemented effectively:

- 1) Management Focus
- 2) Business Definition
- 3) Product Portfolio Management
- 4) Market Segmentation
- 5) Marketing Strategies
- 6) Marketing Activities

Higher personnel satisfaction manifests itself in the form of less absenteeism. Satisfied employees will stay with the company, thus reducing the need to deal with as much employee turnover. Through long-term employee retention you will keep highly qualified people at your side.

The **BEITRAINING**[®] programme '**Building Your Business**[®]' (**BYB**) deals with the issue of strategic business development and the planning of your marketing strategies.

Quotation of the month:

"If you look after the customers and look after the people who look after the customers, you will be successful."

Charles Dunstone British co-founder and CEO of Carphone Warehouse

'Start Making Sense' Defining Customer Experiences that Enable High Performance

As part of its broad, ongoing research into High Performance Business, Accenture conducts annual research into consumer satisfaction.

The Accenture 2009 Customer Satisfaction Survey is of particular interest given that changing consumer attitudes and behavior will play a key role in setting the pace of economic recovery and generating new opportunities for organic growth. Accenture highlights key findings and offers recommendations.

Download the full survey as a pdf: ['Start Making Sense'](#).



Kleinreuther Weg 87
90408 Nuremberg
Tel.: 0911/20 600-0
Fax: 0911/20 600-14

info@bei-training.com
www.bei-training.com

Photo: aboutpixel.com
Thorwald Hoffmann