

IMPROVING SALE TECHNIQUES BY COMMUNICATING WITH CUSTOMERS

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Abstract: *The main motivation of the paper was the curiosity about the clients' opinion regarding the importance of communication in improving sales. The theme was chosen because customer satisfaction is the heart of a successful business, studies that cover and develop this issue need to be presented in order to improve communication techniques used in sales. Conducting researches implies having an accurate idea about the market you are trying to conquer or to maintain. Therefore, appealing to the most accessible media - people, to promote your products is the best way to reach your goals in communication and marketing*

Key words: *communication, sales, techniques, marketing*

INTRODUCTION

Marketing communication is a relatively new concept that has evolved in the last two decades of the twentieth century. Marketing communication has become more and more important in the activity of organizations. It builds the relationship between the organization and employees, customers, suppliers, distributors, or other audiences. Because customer satisfaction lies at the heart of a successful business, the purpose of this paper was given by the desire to find the opinion of the consumers about the activity of the company and about the marketing activities.

MATERIALS AND METHODS

For the preparation of the paper, we consulted specialized material. The main element in the study was the questionnaire.

After the study, we decided to apply a questionnaire to 150 people who made shopping at least once in the store. People were chosen to bring together a broad range of activity areas and different age ranges, the number of surveyed people was chosen by the average number of daily clients. After the questionnaire, all responses were centralized and interpreted.

RESEARCH RESULTS

This chapter of the paper aims to present the variables studied, the answers to the questions, and the interpretation of the obtained results. For questionnaire questions, 12 variables were taken into account, having an essential role in measuring customer satisfaction.[5]

1. Age: Conceptual- Time elapsed from the birth of a being to a certain point in its life (years); Operational- under 18 / 18-30 years / 31-50years / over 50 years. [3]

2. Sex: Conceptual- All the morphological and physiological characteristics that distinguish animals and plants in two distinct, male and female categories; Operational- Female / Male.[7,10]

3. Frequency of shopping: Conceptual- Number of purchases within the store (number of days per week, number of purchases per day); Operational- Free Answer. [9]

4. What caused you to come back?: Conceptual- Reasons to return to the store; Operational- Free Answer/ [11]

5. Employees skills: Conceptual- The totality of staff characteristics that determines how to serve customers, speed, spontaneity, knowledge of products and prices; Operational- Unsatisfactory / Satisfactory / Good / Very good / Excellent. [13]

6. Hospitality of employees: Conceptual- How customers are welcomed by employees; Operational- Unsatisfactory / Satisfactory / Good / Very good / Excellent.[14]

7. Response time: Conceptual- Time to respond to requests / complaints / recommendations / other consumer requests; Operational- Unsatisfactory / Satisfactory / Good / Very good / Excellent.[1]

8. Information provided by employees: Conceptual- Information about promotions / price cuts / new products; Operational- Unsatisfactory / Satisfactory / Good / Very good / Excellent.[2,6]

9. Importance given to customers: Conceptual-Importance and respect for customer requests; Operational: Unsatisfactory / Satisfactory / Good / Very good / Excellent.[12]

10. Suppliers: Conceptual- All of the suppliers the company collaborates with and the range of products found in the store; Operational- Unsatisfactory / Satisfactory / Good / Very good / Excellent. [15]

11. Seller-customer relationship: Conceptual- All actions that determine good sales and purchasing within the store; Operational- Unsatisfactory / Satisfactory / Good / Very good / Excellent.[4]

12. Customers suggestions: Conceptual- All the suggestions for improving marketing and customer relationship, in the consumer's opinion.; Operational- Free Answer. [8]

After applying the questionnaire, the following data is presented in the following tables:

1.Age

Table 1.

Answers to question 1

under 18	11 persons (7%)
18-30 years	45 persons (30%)
31-50 years	69 persons (46%)
over 50 years	25 persons (17%)

The high percentage of people aged between 31 and 50 is due to the fact that the main clients are employees of the companies present in the area. We can say that people over 50 years of age prefer stability, new offers and new products that are more important for clients under 18.

2. Sex

Table 2.

Answers to question 2

Female	91 persons (61%)
Male	59 persons (39%)

It is important to know which category predominates because women tend to be more careful about details, product layout, how they are presented.

3. Frequency of shopping

Table 3.

Answers to question 3

Once	3 persons (2%)
Rare	2 persons (1%)
When it's necessary	9 persons (6%)
Once a month	3 persons (2%)
Twice a month	1 person (1%)
Every three weeks	1 person (1%)
Weekly	5 persons (3%)
Every four days	1 person (1%)
Every two or three days	7 persons (5%)
Once a week	5 persons (3%)
Twice a week	5 persons (3%)
Three times a week	3 persons (2%)
Daily	81 persons (54%)
Once a day	6 persons (4%)
Twice a day	9 persons (6%)
Three times a day	7 persons (5%)
The number of people who did not respond	2 persons (1%)

We can note that 54% of people return to the store daily. Another response of 6% responds that customers have returned as often as needed, this suggests the importance of the store for customer needs

4. What caused you to come back?

Table 4.

Answers to question 4

The quality of products	6 persons (4%)
Pastry products	2 persons (1%)
Quality of staff (courtesy, skill)	48 persons (32%)
The wide range of products	18 persons (12%)
Sweets range	6 persons (4%)
Need	14 persons (9%)
Good quality coffee	3 persons (2%)
Juice range	1 person (1%)
The fact that it is close to home / job	17 persons (11%)
Beer assortments	1 person (1%)
Absolutely everything	6 persons (4%)
The fact that the store is supplied daily	8 persons (5%)
The quality of sandwiches	1 person (1%)
The number of people who did not respond	19 persons (13%)

We can see that the main reason customers come back to our store is kind and helpful staff. Another common cause is that the store is near work or home, making it very accessible. Among the answers we receive are "product quality" and "wide range of products". This motivates us to keep their quality, supplying them daily, which is also noted by consumers.

There are a few categories of products that are an advantage to the store: pastries, sweets, good quality coffee, juice range, varied beer varieties and sandwich quality.

5. Employee skills:

Table 5.

Answers to question 5

Unsatisfactory	0 persons (0%)
Satisfactory	1 person (1%)
Good	4 persons (3%)
Very good	19 persons (12%)
Excellent	126 persons (84%)
The number of people who did not respond	0 persons (0%)

A very important factor that determines the quality of the services is the skill of the staff, which is why we wanted to find out the consumer opinion. To our joy, 84% of the surveyed customers awarded the highest rating to this question.

6. Hospitality of employees.

Table 6.

Answers to question 6

Unsatisfactory	0 persons (0%)
Satisfactory	0 persons (0%)
Good	4 persons (3%)
Very good	22 persons (14%)
Excellent	124 persons (83%)
The number of people who did not respond	0 persons (0%)

The first impression is the most important, for this reason S.C. FOIENTITIM S.R.L and especially the employees have paid special attention to the way clients are embraced. This is also evident from their responses. 83% giving the highest rating to this question.

7. Response time

Table 7.

Answers to question 7

Unsatisfactory	0 persons (0%)
Satisfactory	2 persons (1%)
Good	5 persons (3%)
Very good	28 persons (19%)
Excellent	115 persons (77%)
The number of people who did not respond	0 persons (0%)

We can achieve performance only by respecting our customers and their requirements. Through our efforts, we have received the word "excellent" from 77% of the respondents.

8. Information provided by employees

Table 8.

Answers to question 8

Unsatisfactory	1 person (1%)
Satisfactory	2 persons (2%)
Good	8 persons (5%)
Very good	29 persons (19%)
Excellent	110 persons (73%)
The number of people who did not respond	0 persons (0%)

73% of the people questioned describe with the highest rating how they are informed about promotions, price cuts and new products.

9. Importance given to customers

Table 9.

Answers to question 9

Unsatisfactory	0 persons (0%)
Satisfactory	4 persons (3%)
Good	6 persons (4%)
Very good	26 persons (17%)
Excellent	114 persons (76%)
The number of people who did not respond	0 persons (0%)

Employee give importance to consumer demands, this has been noticed and appreciated.

10. Suppliers

Table 10.

Answers to question 10

Unsatisfactory	2 persons (1%)
Satisfactory	3 persons (2%)
Good	10 persons (7%)
Very good	25 persons (17%)
Excellent	110 persons (73%)
The number of people who did not respond	0 persons (0%)

73% of customers gave the highest rating to this question, 17% rated "very good", 7% "good", but 3% rated the worst qualifiers by saying that the range of products offered by suppliers is not enough.

11. Seller-buyer relationship:

Table 11.

Answers to question 11

Unsatisfactory	0 persons (0%)
Satisfactory	0 persons (0%)
Good	2 persons (1%)
Very good	30 persons (20%)
Excellent	118 persons (79%)
The number of people who did not respond	0 persons (0%)

After identifying the minuses and pluses according to different categories, this question refers to the entire activity, to the entire product range, to the atmosphere and to any other thing that describes the store. 79% describe with "excellent" all activity.

12. Customers suggestions

Table 12.

Answers to question 12

More promotional offers	1 person (1%)
Another work program	1 person (1%)
Offer more bonuses	1 person (1%)
Larger range of products (beer, dairy, sandwiches, pastries)	7 persons (5%)
Introducing self-service	2 persons (1.5%)
Some tables and chairs outside	7 persons (5%)
Modernization of the cash register	1 person (1%)
Increase the number of employees	1 person (1%)
A refrigerated showcase for fruits	1 person (1%)
More games	1 person (1%)
The number of people who did not respond	127 persons (81.5%)

As a final question, an open question, we dare to find out how we can improve the store for our customers. A percentage of 81.5% said they had no suggestions, that in their view the store is perfect.

CONCLUSIONS

Given that changes over the last decades worldwide have led to a considerable increase in the importance of marketing communication, more and more organizations are paying more attention to it, giving it a special place in their global policy. Under the conditions of growing competition, products are no longer remarkable only by their qualities.

The questions were based on the following variables: age, gender, frequency of shopping, the reason for returning to the store, employees skills, employees hospitality, response time, employee information, importance given to customers, suppliers, seller/customer relationship, customer suggestions.

Following the analysis of consumer responses, we can state the following: direct marketing has led to the achievement of the maximum ratings for each variable taken into account (over 70%), and that over 85% of customers do not see any improvement needed. We did a good job at Foienitim SRL and we will continue to raise as a firm and we will always have a policy oriented towards our loyal customers and towards gaining new buyers.

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