

МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ
Сумський державний університет

Економічні проблеми сталого розвитку

Экономические проблемы устойчивого развития

Economical Problems of Sustainable Development



Матеріали

Всеукраїнської науково-технічної конференції студентів,
аспірантів і молодих учених, присвяченої 80-річчю
від дня народження професора Олега Балацького
(Україна, Суми, 21 – 25 квітня 2017р.)

Суми
Сумський державний університет
2017

**СЕКЦІЯ 3. МЕНЕДЖМЕНТ.
MANAGEMENT.
МЕНЕДЖМЕНТ.**

MARKETING PROMOTION IN MEDIUM BUSINESS OF UKRAINE

student of gr. M-32an **Bezugla K. M.**
Sumy State University (Ukraine)

Sales of products is an important final stage of the money circulation of the company. Marketing management helps to do sales of products. It helps to choose target markets and to deal with customers.

Today most Ukrainian enterprises experience difficulties in adapting to their activities to rapidly changing in business conditions. The difficult economic situation forces industrial enterprises to seek new ways of surviving in the nowadays market. A business entity without a marketing service can not effectively carry out its activities on the basis of market relations.

For example, marketing activity of enterprise LTD “Nefteproduct” (Lebedyn city, Ukraine) is like kind of supplement to the sales department. Marketing requires costs. In order for costs to be effective, you need to correctly choose the marketing tool to solve a specific problem. One such tool is sales promotion. Stimulation of sales can be viewed as a complex of technologies.

Constantly need to introduce something new. To introduce and test new "points" that are associated with attracting new clients, selling or work with customers that already exist and with services, that will interest them, and they would back to you repeatedly.

1. To create as much as possible source of attracting potential customers, it is necessary to take into account features. We have to know clearly our target audience, who is our client, and what he wants, and of course, what needs he has.

2. The sales team should have a clear understanding of customers and their needs, should work effectively as "passive" and "active" ways to attract customers. “Passive” can characterized as “cold calls” from office when we suggest our products only by phone. “Active” when manager coming to the client and has physical presence, and can talk to consumer, and show himself interest in providing the highest quality services for client.

3. As a key point of good sales is advertising. In the case of our company, I consider it necessary to implement advertising on-line, as the outdoor advertising and leaflets are not very suited to the specifics of our type of services. Web site and On-line Shop. The company has an existing site where you can read important information about the company, about the product, which “Optimal” manufactures, and learn about the prices of goods.

4. Increasing of sales efficiency, and work out the *conversion rate* - the number of potential customers who have become real. Training Sales Managers, and implementation of the sales plan and monitor the results.

5. Effective communication with existing customers. Client - most valuable asset of the company, and if wisely used this asset, you can get amazing results. Events aimed for interaction with customers: inform customers about news, updates, benefits, bonuses; do discounts for regular customers, even discount cards.

Working rule of sales: sell your product to the customer 4 times, and he will constantly buy your products.

The development of the marketing service at the enterprise is currently at the stage of "promotion" marketing. The marketing program is implemented in separate areas of the marketing activities complex. All functions of the marketing department are distributed differently between employees in the sales department, and there is no marketing specialist. In this connection, there are a number of problems in the established work of the enterprise.

Marketing activities in the enterprise should be centralized - create a marketing department that will be separate from sales department.

The above approaches in their implementation should contribute to the marketing management in the enterprise.

REFERENCES

1. Kriskevich, S.N. Strategic management: teaching method. Allowance / S.N. Kriskevich. - Tomsk: Department of TU, TUSUR, 2012. - 20 p.

2. Mann, I. Marketing on 100% / I. Mann. - St. Petersburg. : Peter, 2006. - 320 p.

3. The site of the enterprise "Nefteprodukt" in Lebedin [Electronic source]/ - Access mode: <http://www.optimal-oil.com.ua/>

4. Rybchenko, S.A. Methods of sales promotion: Textbook. Allowance / S.A. Rybchenko, T.V. Evstigneeva. - Ulyanovsk: UISTU, 2007. – 184p.

Scientific supervisor: professor assistant D.O Smolennikov