



SỞ GIÁO DỤC VÀ ĐÀO TẠO HÀ NỘI

**GIÁO TRÌNH**

# **Tiếng Anh** **chăm sóc khách hàng** **CUSTOMERS' SERVICE**

DÙNG TRONG CÁC TRƯỜNG  
TRUNG HỌC CHUYÊN NGHIỆP



NHÀ XUẤT BẢN HÀ NỘI

SỞ GIÁO DỤC VÀ ĐÀO TẠO HÀ NỘI

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**TIẾNG ANH**

**CHĂM SÓC KHÁCH HÀNG**

**CUSTOMERS' SERVICES**

*(Dùng trong các trường THCN)*

NHÀ XUẤT BẢN HÀ NỘI - 2006

## Lời giới thiệu

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**N**ước ta đang bước vào thời kỳ công nghiệp hóa, hiện đại hóa nhằm đưa Việt Nam trở thành nước công nghiệp văn minh, hiện đại.

Trong sự nghiệp cách mạng to lớn đó, công tác đào tạo nhân lực luôn giữ vai trò quan trọng. Báo cáo Chính trị của Ban Chấp hành Trung ương Đảng Cộng sản Việt Nam tại Đại hội Đảng toàn quốc lần thứ IX đã chỉ rõ: “Phát triển giáo dục và đào tạo là một trong những động lực quan trọng thúc đẩy sự nghiệp công nghiệp hóa, hiện đại hóa, là điều kiện để phát triển nguồn lực con người - yếu tố cơ bản để phát triển xã hội, tăng trưởng kinh tế nhanh và bền vững”.

Quán triệt chủ trương, Nghị quyết của Đảng và Nhà nước và nhận thức đúng đắn về tầm quan trọng của chương trình, giáo trình đối với việc nâng cao chất lượng đào tạo, theo đề nghị của Sở Giáo dục và Đào tạo Hà Nội, ngày 23/9/2003, Ủyban nhân dân thành phố Hà Nội đã ra Quyết định số 5620/QĐ-UB cho phép Sở Giáo dục và Đào tạo thực hiện đề án biên soạn chương trình, giáo trình trong các trường Trung học chuyên nghiệp (THCN) Hà Nội. Quyết định này thể hiện sự quan tâm sâu sắc của Thành ủy, UBND thành phố trong việc nâng cao chất lượng đào tạo và phát triển nguồn nhân lực Thủ đô.

Trên cơ sở chương trình khung của Bộ Giáo dục và Đào tạo ban hành và những kinh nghiệm rút ra từ thực tế đào tạo, Sở Giáo dục và Đào tạo đã chỉ đạo các trường THCN tổ chức biên soạn chương trình, giáo trình một cách khoa học, hệ

thống và cập nhật những kiến thức thực tiễn phù hợp với đối tượng học sinh THCN Hà Nội.

Bộ giáo trình này là tài liệu giảng dạy và học tập trong các trường THCN ở Hà Nội, đồng thời là tài liệu tham khảo hữu ích cho các trường có đào tạo các ngành kỹ thuật - nghiệp vụ và đồng đảo bạn đọc quan tâm đến vấn đề hướng nghiệp, dạy nghề.

Việc tổ chức biên soạn bộ chương trình, giáo trình này là một trong nhiều hoạt động thiết thực của ngành giáo dục và đào tạo Thủ đô để kỷ niệm "50 năm giải phóng Thủ đô", "50 năm thành lập ngành" và hướng tới kỷ niệm "1000 năm Thăng Long - Hà Nội".

Sở Giáo dục và Đào tạo Hà Nội chân thành cảm ơn Thành ủy, UBND, các sở, ban, ngành của Thành phố, Vụ Giáo dục chuyên nghiệp Bộ Giáo dục và Đào tạo, các nhà khoa học, các chuyên gia đầu ngành, các giảng viên, các nhà quản lý, các nhà doanh nghiệp đã tạo điều kiện giúp đỡ, đóng góp ý kiến, tham gia Hội đồng phản biện, Hội đồng thẩm định và Hội đồng nghiệm thu các chương trình, giáo trình.

Đây là lần đầu tiên Sở Giáo dục và Đào tạo Hà Nội tổ chức biên soạn chương trình, giáo trình. Dù đã hết sức cố gắng nhưng chắc chắn không tránh khỏi thiếu sót, bất cập. Chúng tôi mong nhận được những ý kiến đóng góp của bạn đọc để từng bước hoàn thiện bộ giáo trình trong các lần tái bản sau.

GIÁM ĐỐC SỞ GIÁO DỤC VÀ ĐÀO TẠO

## **Introduction**

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*The art of business is how to do business effectively. Nowadays, some businessmen just think about the quality of a product, not customers' services. It, in fact, is proved obviously that enterprises do not pay much attention to aftersales services, they will get difficulties in developing new products and holding market share. Therefore, the question is how to attract new customers and keep loyal ones.*

*With such expectations, the book aims at supplying readers with further knowledge, which helps to estimate customers' need or expectation from businesses, to understand producers' duties and consumers' interests. In addition, it gives out some suggestions and techniques to conquer customers.*

*The course is completed in 30 periods being divided into 9 units, each unit includes 3 main sections.*

*1. **Reading comprehension:** Aiming at equipping to students necessary knowledge according to the topics. At the end of each reading comprehension, there are questions to test students.*

*2. **Discussion:** Giving out the topics to discuss in pairs, in team in order to shape stable professional knowledge and working techniques.*

*3. **Case study:** Including situation exercises to help students recognize appearing situations and analyze right/wrong problems.*

***New words:** At the end of each unit is a list of core vocabulary of the course. It helps students and teachers to prepare the lessons easily.*

***Glossary:** It includes variety of words in business field.*



## BUSINESS ETHICS

- **Objectives**

- Mastering:
  - + The definition of moral in business
  - + The roles of it
- How to deal well in your own business
- Having good behavior

- **Contents**

- The definition of moral in business
- The roles of moral in business
- The objects in business
- How to gain success in business

# I. READING COMPREHENSION

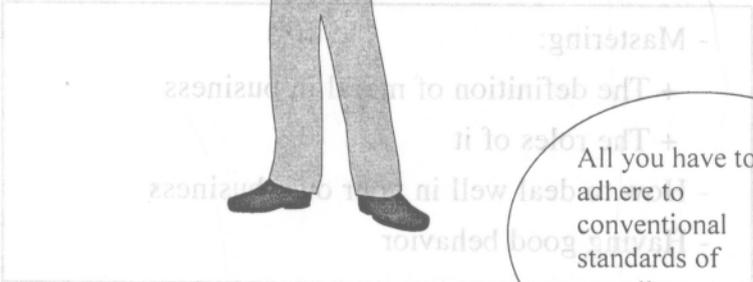
What is business ethics?

Which of the views expressed in the illustration do you agree with?

Business is business.  
(1)



\$3 the lowest prices in town.  
(2)



All you have to do is adhere to conventional standards of morality.  
(4)

Companies have an obligation to maximize profits because shareholders expect the maximum return on their investments.  
(3)

Your only ethical obligation is to act within the law.  
(5)

You should always apply your own personal ethical standards when doing business.  
(6)

A company has responsibilities to its suppliers, its customers, its employees, the local community and society in general as well as to its shareholders.  
(7)

• **Definition:** Ethics is the name for the right action. We not only consider the advantages for ourselves but also for the others and society in general.

For example: “giving gift to the partner” may be an ethical action but sometimes it will be considered bribery.

• **What is the others?**

- Customers /consumers: persons who buy or use your goods or services. They decide to buy this or that product according to the reliable information from you.

- Employees: they will be loyalty to the company when they have good salary and safety working condition

- Stockholders/owners: people who own part of the business.

- Suppliers/distributors: people who supply/ distribute goods to the buyer.

- Local/society/government: The place where you carry on your business.

• **The roles of moral in business**

- Attract and keep customers

- Encourage employees' working spirit

- Reduce the checking and controlling of government

- Reduce unexpected fees

- Attract the capital or investment

• **What should you do?**

- Have moral in business

- Know the conflicts about the right and profit

- Have good relationship with the partners, employees, ect.

- Keep the company's information secret

- How to use your asset effectively

• **Answer the following questions**

1. What is moral in business?

2. Why must you have moral in business?

3. What must you do to have moral in business?

## **II. DISCUSSION**

**Milton Friedman, while dismissing the notion of “social responsibility” still argues that a business must conform to the basic rules of society. In your opinion, do the following activities, several of which are not illegal, conform to the basic rules of society, or not?**

1. Bribing corrupt foreign officials in order to win foreigners orders, on the ground where bribery is a way of life, you have no alternative if you want to win a contract.

2. Industrial espionage - spying on competitors' R&D departments with concealed cameras and microphones, bribing their employees, etc rather than doing your own expensive research and development.

3. Selling supposedly durable goods with “built-in obsolescence”, i.e. which you know will not last more than a few years.

4. Spending money on lobbying, i.e. trying to persuade politicians to pass laws favorable to your particular industry.

5. Telling only half the truth in advertisements, or exaggerating a great deal, or keeping quiet about the bad aspects of a product.

6. Undertaking “profit smoothing”, i.e. using all the techniques of “creative accounting” to hide big variations in profit figures from year to year, and threatening to replace the auditors if they object.

## **III. CASE STUDY**

Work in groups and find out the mistakes of Light - up company and give the comments.

Light - up, a company of a light device, is a just merged company in the market economy. It was in a fiercely competition to win the market with a big company called Glico. At their effort to attract customers with lower price, Mr. Vladimir, the Sales Manager of the company, surveyed many potential conducting - wire producers to find way to reduce the price. One of those producers developed an advanced technique to produce the wire; therefore, they can reduce the price not change the quality of the product.

Before giving the contract to the new supplier, Vladimir decided to give one more chance of competing to his existing one. Tomas, his younger

brother, is the representative of his existing supplier. In fact, Vladimir took advantage of his relation with the supplier to win that position for Tomas.

Vladimir told Tomas that his company received the promotion letter of other company at lower price. Then, to survive, Tomas had to compete at the same lower price. Vladimir explained with the appearance of a new producer. Tomas in order to show his gratefulness, he bribed Vladimir and Vladimir accepted.

All the senior managers of Light - up were so eager with the amount of money they could save that they decided to produce the big amount of lower price lamps. Moreover, it is certain that they overtook the checking of new wire products.

At first, Light - up seemed to succeed with their low - price new products but later they gradually go many complaints about the lamp's bad quality. It is easy to understand that Tomas's company did not understand carefully the production procedure so the shortcomings were inevitable. Unfortunately, Light - up produced some thousands of lamps which were in store only.

#### **IV. NEW WORDS**

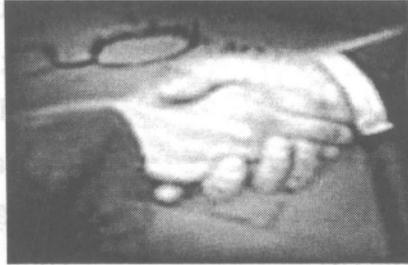
<b>Accounting</b> (n)	Tính toán
<b>Act</b> (n)	Hành động, hành vi
<b>Adhere</b> (v)	Tham gia, gia nhập, giữ vững
<b>Alternative</b> (n)	Sự lựa chọn giữa nhiều khả năng
<b>Asset</b> (n)	Tài sản, của cải
<b>Attract</b>	Thu hút
<b>Auditor</b> (n)	Kiểm toán viên
<b>Basic rules</b> (n)	Những quy tắc cơ bản
<b>Behavior</b> (n)	Hành vi
<b>Bribery</b> (n)	Sự đút lót, hối lộ
<b>Capital</b> (n)	Vốn đầu tư
<b>Challenge</b> (n)	Khó khăn, thử thách
<b>Competition</b> (n)	Cạnh tranh

<b>Conceal</b> (v)	Giấu giếm
<b>Conflict</b> (v)	Mâu thuẫn
<b>Conform</b> (v)	Làm theo, tuân theo, làm cho hợp với
<b>Contract</b> (n)	Hợp đồng
<b>Conventional</b> (adj)	Quy ước, tập quán, tục lệ
<b>Corrupt</b> (v)	Hối lộ, tham nhũng
<b>Creative</b> (adj)	Sáng tạo
<b>Customers' services</b> (n)	Dịch vụ chăm sóc khách hàng
<b>Device</b> (n)	Thiết bị, dụng cụ, máy móc
<b>Dismiss</b> (v)	Sa thải
<b>Distributor</b> (n)	Nhà phân phối
<b>Durable goods</b> (n)	Hàng dùng lâu bền
<b>Effective</b> (adj)	Có hiệu quả
<b>Employee</b> (n)	Nhân viên, người làm thuê
<b>Espionage</b> (n)	Việc do thám, hoạt động gián điệp
<b>Ethics</b> (n)	Đạo đức, nguyên tắc xử thế
<b>Exaggerate</b> (v)	Phóng đại, làm tăng quá mức
<b>Existing</b> (adj)	Hiện hành
<b>Favorable</b> (adj)	Thiện ý, ân huệ
<b>Fee</b> (n)	Phí, lệ phí
<b>Gratefulness</b> (n)	Sự biết ơn
<b>Illustrate</b> (v)	Minh họa, chứng minh
<b>Investment</b> (n)	Sự đầu tư
<b>Merge</b> (v)	Kết hợp, hợp nhất
<b>Moral</b> (adj, n)	Có đạo đức, đạo đức, nhân phẩm
<b>Morality</b> (n)	Đạo đức, đạo nghĩa
<b>Notion</b> (n)	Khái niệm, định nghĩa
<b>Objective</b> (n)	Mục đích, mục tiêu
<b>Obligation</b> (n)	Nghĩa vụ, bổn phận

<b>Obsolescence</b> (n)	Sự lỗi thời
<b>Partner</b> (n)	Đối tác
<b>Potential conducting-wire</b> (n)	Dây dẫn tiềm năng
<b>Profit</b> (n)	Lợi nhuận, lời lãi
<b>Promotion</b> (n)	Xúc tiến thương mại
<b>Relationship</b> (n)	Mối quan hệ
<b>Reliable</b> (adj)	Đáng tin cậy
<b>Representative</b> (n)	Đại diện
<b>Responsible</b> (adj)	Có trách nhiệm, chịu trách nhiệm
<b>Secret</b> (n)	Bí mật
<b>Senior manager</b> (n)	Tổng giám đốc
<b>Shareholder</b> (n)	Cổ đông
<b>Smoothing</b> (adj)	Sự san bằng, làm nhẵn
<b>Spy</b> (v)	Kiểm tra, xem xét kỹ lưỡng, quan sát
<b>Standard</b> (n)	Tiêu chuẩn
<b>Stockholder</b> (n)	Cổ đông
<b>Supplier</b> (n)	Người cung cấp
<b>Survey</b> (n)	Khảo sát
<b>To bribe</b> (v)	Đưa hối lộ, đút lót
<b>To gain</b> (v)	Giành được, đạt được
<b>Undertake</b> (v)	Đảm nhận, phụ trách
<b>Variation</b> (n)	Sự biến đổi, biến dạng
<b>Working spirit</b> (n)	Tinh thần làm việc



## CUSTOMER RELATIONS



- **Objectives**

- Mastering:
  - + Consumers' rights
  - + Skills to have good relations with customers
- How to deal well in your own business
- Having good behavior

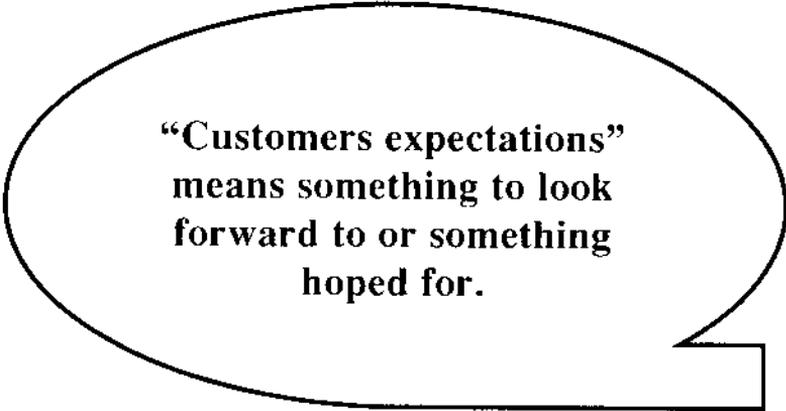
- **Contents**

- Consumers' rights
- Customers' needs and expectations
- Customers' care
- Social/ Human skills and attitudes to customers

## I. READING COMPREHENSION

### Consumers' rights

- The right to safety from product - related hazards
- The right to information about products, including the facts consumers need in order to protect themselves from fraud and misleading product claims.
- The right to redress, that is, the right to reject unsatisfactory products and services and to obtain satisfaction when the complaint is justified.
- The right to choose among a variety of products in a marketplace free from control by one or a few sellers.
- The right to be heard in governmental decision making on such matters as import quotas and tariffs and representation in regulatory decisions involving such issues as airline fares and food - safety regulation.



**“Customers expectations”  
means something to look  
forward to or something  
hoped for.**

For example: Customers who stay in a hotel or visit a restaurant have different ideas of what they hope to find. They have come to more and as a result, hotels need to improve their facilities in trying to meet these expectations. Meeting customers' expectations often requires upgrading, improving or increasing current facilities to meet the increasing demand of standards of services. However, hotel owners need to know their market, e.g. holiday maker, business/conference, before undertaking any expansion or changing their way of running their business. Furthermore, any attempts to meet customers' expectations should not be at the expense of health and safety. Cutting

corners to save money will not result in meeting expectations, as standards will suffer. Customers expect good quality service at value for money prices. They want fast, efficient service from competent staff with a positive attitude.

**“NEED” means “WANT”, a basic requirement or something essential.**

There is an important difference between a need and an expectation as far as hotel customers are concerned. A need is what is actually required by the customer, whereas an expectation is a personal view of how the service should be carried out. Therefore, gauging customer expectations is a vital factor for anticipating customer needs.

Staff may require acting like a psychologist or a “mind reader” to try to get know exactly what customers really expect to be done for them. Staff needs to be able to “put themselves in the customers’ shoes” and treat the customers the way that they would like to be treated, if they were that customer.

## CARING FOR CUSTOMERS

Good customer care is about creating a sense of well being in our customers, ensuring that their needs are met, that they know their business is valued and that they matter to us. Good customer care is closely linked to the concept of personal services, which is difficult as it cannot be weighted or measured.

For example: The challenge for people working in the hotel and tourism industry is to meet, as far as possible, the needs of all our customers. Providing good customers' care is essential for survival in this industry and providing good service: **good service** means different things to different people and yet we need to anticipate needs of all our customers. Essentially, there are

two main types of service - material and personal. We need to understand the difference between material and personal services and importance of both.

**Remember:**

**"HE WHO CARES - WINS"**  
**The company that cares is the company  
that will win customers' return business.**

## PEOPLE SKILLS AND ATTITUDES

The term "customer relations" refers to social skills or the ability to deal with people well. All staff requires both technical skills, i.e. "how to do the job" and the "people skills" i.e. "how to deal with the customers".

These skills are more difficult to identify because we have discussed each customer is different and has different expectations. Some are looking for speed and efficiency, others respond to a friendly word, others want to be made a fuss of, and others want to be left alone. Staff has to learn to identify and be sensitive what the individual customer wants.

Some people are naturally good with others. However, customer relations skills can be learnt. The key areas to understand are the appropriate ways to:

- Communicate
- Deal with enquiries
- Sell
- Handle complaints and compliments

In addition, customer relations' skills can also be applied to working with colleagues. For example, improved communication skills with customers can improve communication skills with colleagues and therefore improve team-work ability.

**Good customer relations = Good business \$\$\$\$**  
**Satisfied customers Recommend, Return**  
**and therefore Raise Revenue = “The 4 R’s”**

**Attitudes** of staff and attitudes of the customers can affect the ways in which staff and customers communicate and behave towards each other, for example:

- If the member of staff is rude, then the customers will also be rude and vice versa.
- Only hearing what you want to hear.
- Danger of jumping to conclusions without the full facts.
- Stereotyping groups of people, e.g. rich types of people are difficult customers.

### **RESPONDING to customer comments**

It is important to respond properly to a customer comment or compliment. For example: If the customer compliments you or the hotel, you should:

- Thank the customer
- Take advantage of any sales opportunities
- Record and pass on the compliment to the relevant person
- Tell the customer that the compliment will be passed on
- Tell the customer that his return is looked forward to

Remember that complaints must be handled correctly as they can affect the business reputation and revenue. Customers whose complaints are not handled correctly usually do not return to the establishment.

No matter how good the service and facilities provided, there will always be someone who is not happy and will complain.

Complaints will occur, but if you handle correctly and efficiently, a scowl can be changed into a smile. Indeed, the customer may even apologize for bringing the complaint to some attention.

## Remember:

**You can please some of the people all of the time, you can please all of the people some of the time. However, you will never please all of the people all of the time.**

### Answer the following questions

1. What are the customers' rights? Why must you know them?
2. What can we do to meet their expectations?
3. Does a "need" differ from an "expectation"?
4. Make out "customer relations".
5. What can we do to deal with customers' complaints?

## II. DISCUSSION

Some people agree that:

1. "Customers are always right."
2. "Manager has power over his customers"

Do you agree or not?

## III. CASE STUDY

Mr. Pike, who likes travel a lot, decided to stay at a famous hotel named Plaza. There is something strange that made the manager of that hotel suspicious about. At midnight, he took risk of entering Mr. Pike's room without allowance. The next day, Mr. Pike knew the truth and complained seriously. We often heard about "good service". So what is it?

Take the above example as a proof to explain your idea. Some people say that the manager's action broke the relationship with the hotel's customers. Do you agree?

## IV. NEW WORDS

<b>Appropriate</b> (adj)	Thích hợp, thích đáng
<b>Attempt</b> (n)	Nỗ lực
<b>Attitude</b> (n)	Thái độ
<b>Competent</b> (adj)	Thạo, giỏi

<b>Conference</b> (n)	Hội thảo
<b>Demand</b> (n)	Yêu cầu, nhu cầu
<b>Efficiency</b> (n)	Năng suất, hiệu quả
<b>Enquiry</b> (n)	Yêu cầu, sự điều tra
<b>Essential</b> (adj)	Cần thiết, cốt yếu, chủ yếu
<b>Expectation</b> (n)	Sự kỳ vọng, mong đợi
<b>Fraud</b> (n)	Sự gian lận, lừa lọc
<b>Gauging</b> (n)	Phán đoán, làm đúng quy cách
<b>Hazard</b> (n)	Khó khăn, tác hại
<b>To identify</b> (v)	Nhận ra, nhận dạng
<b>Information about products</b> (n)	Thông tin về sản phẩm
<b>To justify</b> (v)	Bào chữa, thanh minh
<b>Positive attitude</b> (n)	Thái độ tích cực
<b>Psychologist</b> (n)	Nhà tâm lý học
<b>Quotas</b> (n)	Chỉ tiêu, hạn ngạch
<b>Redress</b> (v)	Sự đền bù, bồi thường
<b>To reject</b> (v)	Bác bỏ, loại bỏ
<b>Sensitive</b> (adj)	Nhạy cảm
<b>Tariff</b> (n)	Bảng giá, thuế xuất nhập khẩu
<b>To care for</b> (v)	Quan tâm tới
<b>To ensure</b> (v)	Đảm bảo
<b>To handle</b> (v)	Giải quyết
<b>To improve facility</b> (v)	Nâng cao điều kiện làm việc
<b>To obtain</b> (v)	Đạt được, giành được
<b>To respond to</b> (v)	Đáp lại, phản ứng lại
<b>To suffer from</b> (v)	Chịu đựng
<b>To upgrade</b> (v)	Thúc đẩy

# 3

## MARKETING IN BUSINESS



### • Objectives

- Mastering:
  - + Marketing methods
  - + Marketing techniques
- How to deal well in your own business
- Having good behavior

### • Contents

- Marketing methods
- Marketing techniques
- Procedure to set up the market
- Some ideal markets

## **I. READING COMPREHENSION**

### **SETTING UP THE MARKET TO SELL THE PRODUCTS**

#### **1. Objects**

- What to buy?

- The logo, patterns, quality, and technological elements. Help the customers picture the goods. Focus on them in marketing your products.

#### **2. Objectives**

- Why do they buy the goods?

- People buy the soap due to its attractive flavor; beautiful patterns; low price, etc.

#### **3. Who buys your products?**

- Organizations or occupants.

- Have the form to know their names; address of buyers.

- Learn the right attitudes with each special one.

For instance, working with German you should not bargain and should do this with Chinese.

#### **4. The amount of products?**

- How much of your products your customers will buy.

#### **5. How to buy?**

- Operations.

- When will customers buy?

- They will pay by cheque or credit card.

#### **6. Where to buy?**

- The outlets.

- To set up the way to transport the goods.

Setting up the market helps the manager decide what, how many and how to manufacture to supply to your customers.

## **MARKETING METHODS**

Marketing, the process by which a product or service originates and then is priced, promoted, and distributed to consumers. In large corporations

the principal marketing functions precede the manufacture of a product. They involve market research and product development, design, and testing.

Marketing concentrates primarily on the buyers, or consumers. After determining the customers' needs and desires, marketers develop strategies that are designed to educate customers about a product's most important features, persuade them to buy it, and then to enhance their satisfaction with the purchase. Where marketing once stopped with the sale, today businesses believe that it is more profitable to sell to existing customers than to new ones. As a result, marketing now also involves finding ways to turn one-time purchasers into lifelong customers.

Marketing includes planning, organizing, directing, and controlling the decision-making regarding product lines, pricing, promotion, and servicing. In most of these areas marketing has overall authority; in others, as in product-line development, its function is primarily advisory. In addition, the marketing department of a business firm is responsible for the physical distribution of the products, determining the channels of distribution that will be used, and supervising the profitable flow of goods from the factory or warehouse.

## TAILORING THE PRODUCT

Merchandise that is generally similar in style or design, but may vary in such elements as size, price, and quality is collectively known as a product line. Most marketers believe that product lines must be closely correlated with consumer needs and wants.

Firms tend to change product items and lines after a period of time to gain a competitive advantage, to respond to changes in the economic climate, or to increase sales by encouraging consumers to buy a new model. For example, if the economy weakens, a manufacturer might use cheaper parts to make a product more affordable. Sometimes, however, manufacturers will alter the style rather than the quality of the item. Hemlines on dresses, for example, might go up or down, or the appearance or functionality of an automobile might be altered. The practice of changing the appearance of goods or introducing inferior parts or poor workmanship in order to motivate consumers to replace products is known as planned obsolescence. Some people object that this practice leads to waste or can be unethical. Manufacturers reply that

consumers are conditioned to expect such changes and welcome the variety they offer, or they deny that poor quality was intentional.

The popularity of all products eventually wanes. In fact, successful products go through what is called a product life cycle, which describes the course of a product's sales from its introduction and growth through maturity and decline. Some fad products such as Beanie Babies go through all four stages in a very short period. For others, such as phonograph records, the stages extend over decades.

Because products are always aging and sales of even the most successful products eventually decline, firms must continually develop and introduce new items. One study found that over 13,000 new products are introduced each year. However, despite the millions of dollars that United States and Canadian companies invest in product research and consumer testing, it is estimated that more than 30 percent of new products fail at launch and 60 percent are never fully accepted by consumers and disappear after a few years. The high failure rate influences the pricing of successful products because profits from these products must help cover the development costs of products that fail.

## PRICING THE PRODUCT

The two basic components that affect product pricing are costs of manufacture and competition in selling. It is unprofitable to sell a product below the manufacturer's production costs and infeasible to sell it at a price higher than that at which comparable merchandise is being offered. Other variables also affect pricing. Company policy may require a minimum profit on new product lines or a specified return on investments, or discounts may be offered on purchases in quantity.

Attempts to maintain resale prices were facilitated for many years in the United States under federal and state fair trade laws. Since 1975, however, these laws have been nullified, thereby prohibiting manufacturers from controlling the prices set by wholesalers and retailers. Such control can still be maintained if the manufacturers wish to market directly through their own outlets, but this is seldom feasible except for the largest manufacturers.

Attempts have also been made, generally at government insistence, to maintain product-price competition in order to minimize the danger of injuring small businesses. Therefore, the legal department of a marketing organization reviews pricing decisions.

Marketing efforts once focused primarily on the selling of manufactured products such as cars and aspirin. But today the service industries have grown more important to the economy than the manufacturing sector. Services, unlike products, are intangible and involve a deed, a performance, or an effort that cannot be physically possessed. Currently, more people are employed in the provision of services than in the manufacture of products, and this area shows every indication of expanding even further. In fact, more than eight in ten U.S. workers labor in such service areas as transportation, retail, health care, entertainment, and education. In the United States alone, service industries now account for more than 70 percent of the gross national product (GNP, the total of all goods and services produced by a country) and are expected to provide 90 percent of all new jobs by 2012.

Services, like products, require marketing. Usually, service marketing parallels product marketing with the exception of physical handling. Services must be planned and developed carefully to meet consumer demand. For example, in the field of temporary personnel, a service that continues to increase in monetary value, studies are made to determine the types of employee skills needed in various geographical locations and fields of business. Because services are more difficult to sell than physical products, promotional campaigns for services must be even more aggressive than those for physical commodities.

## MARKET RESEARCH

Following this preliminary survey, you begin to identify and define your product. Get all the information you can about sources, marketing, production, processing, packaging and sales. This will require a good bit of systematic research. Check the libraries in your area. Read all the USDA and extension

publications you can lay your hands on as well as trade journals and periodicals, books on market gardening and seed catalogues.

Talk to your extension agent, visit the local stores (gourmet and otherwise) and supermarkets to see what is selling, and why one product appears

more appealing than another. Talk to customers, local stores, food clubs, specialty distributors, ethnic stores, restaurants and other prospective outlets in your region. What do they want? Is there an unfilled niche? With your production, labor and marketing resources, will you be able to fill this niche?

### **Why market research?**

Information from market research helps to formulate a market strategy and project profitability.

### **Two levels of information may be obtained**

#### ***General:***

Food shopping habits;

What are some trends in lifestyles? Convenient? Emphasis on family time and home cooked meals?

What is the ethnic and racial make-up of population, what are its food preferences?

What are the trends in food safety, health and nutrition?

What are the marketing trends? Growth in organics? An emphasis on freshness?

#### ***Specific:***

Who are the buyers? What are their ages, incomes and lifestyles?

What are their wants?

Size of the market, number of buyers;

Number of competitors: are they successful? What are their weaknesses?

What price can you expect?

How much of the market can you expect to hold?

What are packaging and labeling requirements?

What are the barriers to market penetration for the products you have in mind?

Do your task by discussing and answering the questions below

1. What should we keep in mind while exploring a new market? Why do you have to do it?
2. What is marketing? What does it focus on and include?
3. Why do we need to tailor the product?  
(What is the purpose of tailoring the product?)
4. What can we do to make the services meet the customer's demand?
5. What should be obtained from the market research?

## II. DISCUSSION

Do you agree or not with some statements below:

1. Marketing means that you do not have to worry about selling your product because you know it satisfies a need.
2. The marketing concept in a company's choice of what goods and services to offer and is based on customer's needs.
3. Is market research important to the new market?
4. Developing a product or service that meets the need in better than any competing products or services.

## III. CASE STUDY

In the past, the concept of marketing emphasized sales. The producer or manufacturer made a product line he wanted to sell. Marketing was the task of figuring out how to sell the product.

Is it the same with modern concept of marketing? What is your idea about the difference? Find out as much difference as possible.

## IV. NEW WORDS

<b>Affordable</b> (adj)	Có thể khắc phục được
<b>Aggressive</b> (adj)	Hiếu chiến
<b>Alter</b> (v)	Thay đổi, biến đổi
<b>Appealing</b> (adj)	Lôi cuốn, quyến rũ
<b>As a result</b> (adv)	Kết quả là

<b>Attractive flavor (n)</b>	Mùi hương quyến rũ
<b>Authority (n)</b>	Uy quyền, quyền lực
<b>Automobile (n)</b>	Xe mô tô
<b>Bargain (n)</b>	Mặc cả
<b>Barrier (n)</b>	Chướng ngại vật
<b>Channel of distribution (n)</b>	Kênh phân phối
<b>Cheque (n)</b>	Séc
<b>Collectively (adv)</b>	Chung, tập thể
<b>Commodity (n)</b>	Hàng hoá
<b>Comparable (adj)</b>	Có thể so sánh được
<b>Component (n)</b>	Thành phần
<b>Convenience (n)</b>	Sự thuận lợi, thuận tiện
<b>Correlate (v)</b>	Có tương quan với nhau
<b>Cover (v)</b>	Kiểm soát, che giấu
<b>Credit card (n)</b>	Thẻ tín dụng
<b>Decline (v)</b>	Giảm
<b>Deed (n)</b>	Hành động, chiến công
<b>Deny (v)</b>	Từ chối
<b>Design (v)</b>	Thiết kế
<b>Determine (v)</b>	Định rõ, quyết định
<b>Discount (n)</b>	Giảm giá
<b>Economic climate (n)</b>	Môi trường kinh tế
<b>Emphasis (n)</b>	Nhấn mạnh
<b>Enhance (v)</b>	Nâng cao, làm nổi bật
<b>Entertainment (n)</b>	Giải trí
<b>Expand (v)</b>	Trải rộng, mở ra
<b>Fail at launch (v)</b>	Thất bại khi tung sản phẩm ra thị trường
<b>Federal trade law (n)</b>	Luật thương mại liên bang
<b>Figure out (v)</b>	Làm rõ, chỉ rõ

<b>Formulate</b> (v)	Trình bày rõ ràng, đưa thành hệ thống
<b>Freshness</b> (n)	Sự tươi mát
<b>Gourmet</b> (n)	Người sành ăn
<b>Gross national product</b> (n)	Tổng sản phẩm quốc nội
<b>Growth</b> (n)	Sự phát triển
<b>Home-cooked meal</b> (n)	Bữa ăn nấu tại nhà
<b>Income</b> (n)	Thu nhập
<b>Indication</b> (n)	Sự chỉ dẫn
<b>Inferior</b> (n)	Cấp dưới
<b>Insistence</b> (n)	Sự nài nỉ, sự nhấn mạnh
<b>Intangible</b> (adj)	Không sờ, không nắm được
<b>Intentional</b> (adj)	Cố ý, cố chủ tâm
<b>Labeling</b> (v)	Dẫn mác
<b>Lifelong customer</b> (n)	Khách hàng trung thành
<b>Lifestyle</b> (n)	Lối sống
<b>Manufacture</b> (n)	Sản xuất công nghiệp
<b>Wholesaler</b> (n)	Bán buôn
<b>Marketing</b> (n)	Tiếp thị
<b>Marketing research</b> (n)	Nghiên cứu thị trường
<b>Marketing trend</b> (n)	Xu thế tiếp thị
<b>Vary</b> (v)	Thay đổi, biến đổi
<b>To price</b> (v)	Định giá
<b>To originate</b> (v)	Sinh ra
<b>Transport the goods</b> (v)	Vận chuyển hàng hóa
<b>Unfeasible</b> (adj)	Không khả thi
<b>Wane</b> (v)	Suy yếu, tàn tạ
<b>Waste</b> (v)	Lãng phí



## PROMOTION



### • Objectives

- Mastering:
  - + Promotion methods
  - + Promotion techniques
- How to deal well in your own business
- Having good behavior

### • Contents

- Promotion methods
- Promotion techniques
- Promotion strategies

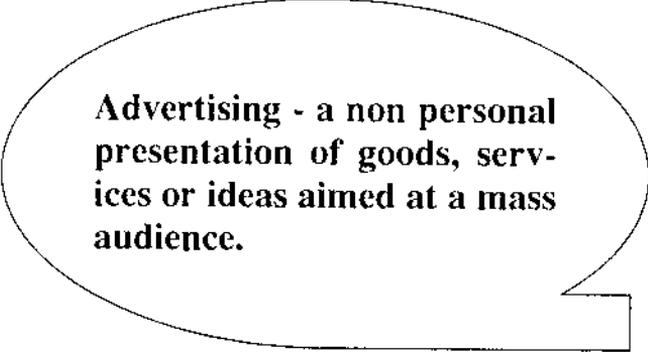
## I. READING COMPREHENSION

### MARKETING AND THE INTERNET

The Internet enables marketers to promote products and services to millions of potential customers through the World Wide Web. This web site provides information about a hotel chain and allows users to make reservations by computer.

Advertising, personal (face-to-face) or direct selling, sales promotion, and relationship building are the primary methods companies use to promote their products.

#### Advertising



**Advertising - a non personal presentation of goods, services or ideas aimed at a mass audience.**

Point-of - purchase display a bookstand highlights some of the many books available for sale in a bookstore. Point-of-purchase displays enable marketers to showcase a product or products and help finalize a sale by calling attention to the product in a store, the actual point where the purchase is made.

Advertising is often used to make consumers aware of a product's special low price or its benefits. But an even more important function of advertising is to create an image that consumers associate with a product, known as the brand image. The brand image goes far beyond the functional characteristics of the product. For example, a soft drink may have a particular taste that is one of its benefits. But when consumers think of it, they not only think of its taste, but they may also associate it with high energy, extreme action, unconventional behavior, and youth. All of those meanings have been added to the

product by advertising. Consumers frequently buy the product not only for its functional characteristics but also because they want to be identified with the image associated with the brand.

By adding meaning to a product, advertising also adds value. For example, when Philip Morris Companies Inc. purchased Kraft Foods, Inc. in 1988 for nearly \$13 billion, Philip Morris paid 600 percent more than Kraft's factories and inventory were worth. Over 80 percent of the purchase price was for the current and future value of the Kraft brand, a value that was created in large part by advertising. Advertising plays such an important role in promoting products and adding value to brands that most companies spend considerable sums on their advertising and hire specialized firms, known as advertising agencies, to develop their advertising campaigns.

Advertising is most frequently done on television, radio, and billboards; in newspapers, magazines, and catalogues; and through direct mail to the consumers. In recent years, numerous advertising agencies have joined forces to become giant agencies, making it possible for them to offer their clients a comprehensive range of worldwide promotion services.

- **Advertise, advertise, and advertise!**

Getting your message out costs money. You have to spend money to make money. This is a basic fact of business. If you do not spend any money, you won't be making any. Before you spend money however, you have to know who your customer is. Then you have to tell them what they want to hear. Once this happens you will have attracted a new customer.

Online advertising is the one tool that you can use to attract new customers with a tight budget. Targeted e-mail campaigns, banner advertising and newsletters can all be highly effective ways to attract new customers. The key however is not in using them (because anyone can do that), but in using them correctly.

A small business consultant can help you figure out what is the best way for you to advertise, so that you can spend as little money as possible.

- **Giving people reasons to buy**

Good advertising techniques are useless without an effective message. An

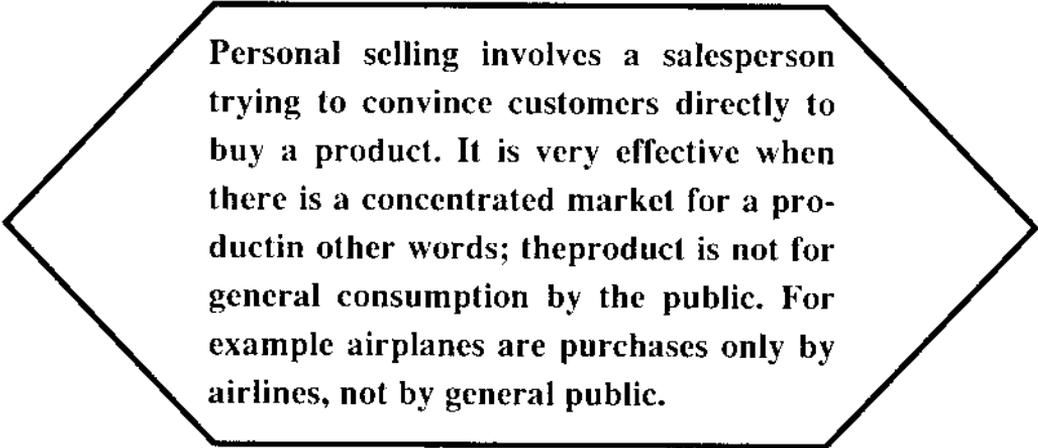
effective message gives people reasons to spend their money with your business. An effective message attracts new customers.

Here's a little psychology tip for you. Have you ever wondered why you see prices like \$19.99 instead of \$20? It is because \$19.99 looks better. Although it's only a 1-cent difference, you are giving people less psychological resistance towards buying.

Here is another tip for you. Start with high prices, and then put things on sale. People are more likely to buy something when they know they are saving money. So instead of selling your product for \$19.99, sell it for \$49.99 and mark it down to \$19.99. You will not be able to keep them in stock!

These are easy techniques that you can use yourself without the help of a small business consultant, but a consultant can help you find thousands of proven, cost-effective ways to attract new customers. Remember, to follow the 3-rules, give people a reason to buy... and they will.

### **Direct selling**



**Personal selling involves a salesperson trying to convince customers directly to buy a product. It is very effective when there is a concentrated market for a product in other words; the product is not for general consumption by the public. For example airplanes are purchased only by airlines, not by general public.**

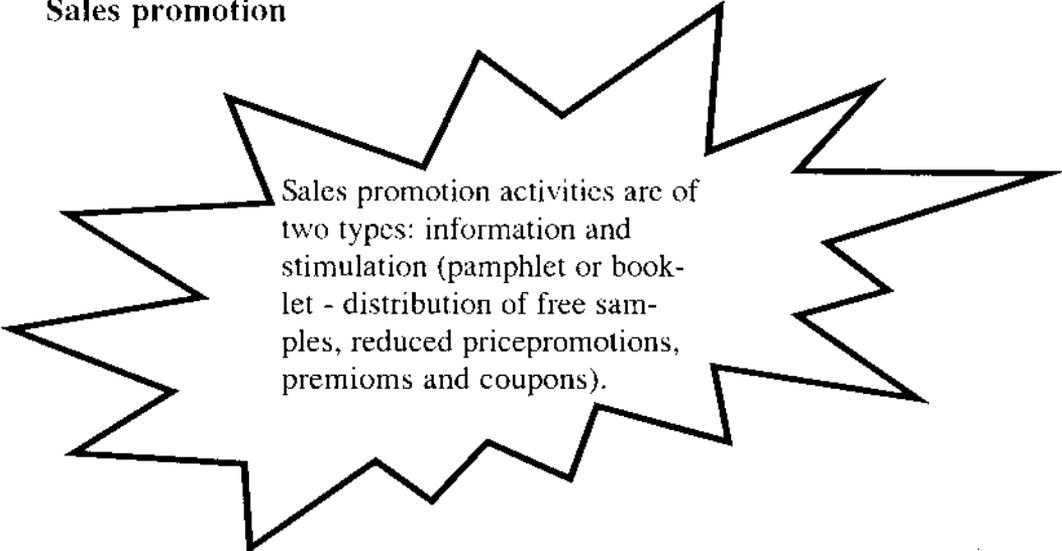
Where advertising reaches a mass audience, personal or direct selling focuses on one customer at a time. That kind of individual attention makes direct selling expensive, but it also makes it effective. As the costs of personal selling have risen, the utilization of salespeople has changed. Simple transactions are completed by clerks. Salespeople are now used primarily where the products are complex and require detailed explanation, customized application, or careful negotiation over price and payment plan. However, whether the sale

involves an automobile or a customized computer network, personal selling involves much more than convincing the customer of the product's benefits. The salesperson helps the customer identify problems, works out a variety of solutions, assists the buyer in making decisions, and provides arrangements for long-term service. Persuasion is only part of the job. A much more important part is problem solving.

Because the selling process has become much more complicated, most companies now provide extensive training for the sales force. The average length of the initial training program lasts four months. A training program for new members of the sales force teaches them about such matters as company history, selling and presentation techniques, listening skills, the manufacture and use of the company's products, and the characteristics of both the industry and its customers. Moreover, because the sales force plays such a critical role in the marketing process, most companies provide on-going training for all members of the sales force to help them deepen their product knowledge and improve their interpersonal and negotiating skills.

With the increasing complexity of business problems and products, effective sales solutions often require more knowledge than any person can master. As a result, many companies now use sales teams to service their largest and most complicated accounts. Such teams might include personnel from sales, marketing, manufacturing, finance, and technical support.

### **Sales promotion**



Sales promotion activities are of two types: information and stimulation (pamphlet or booklet - distribution of free samples, reduced price promotions, premiums and coupons).

The purpose of sales promotion is to supplement and coordinate advertising and personal selling; this has become increasingly important in marketing. While advertising helps build brand image and long-term value, sales promotion builds sales volume. Sales promotions are designed to persuade consumers to purchase immediately by providing special incentives such as cash rebates, prizes, extra product, or gifts. Promotions are an effective way to spur sales, but because they involve discount coupons and contests with valuable prizes, they are also expensive and so reduce profits.

### **The power of customer service**

*"To survive in the competitive market place of the nineties we must treat customers like they are members of our family. A positive customer relationship is the key at any level of any organization,"* says Dr. Tim

Customer service comes from the inside of an individual. It comes from the desire to provide good service to everyone - whether they are customer, colleague, friend or relatives.

Using the "three C's" of good customer service - **Concern Communication**, and **Competence**, leading customer service expert Dr. Paul Tim brings to life the skills needed to enrich any customer service relationship.

### **Relationship building**

In the past, most advertising and promotional efforts were developed to acquire new customers. However, today, more and more advertising and promotional efforts are designed to retain current customers and to increase the amount of money they spend with the company. Consumers see so much advertising that they have learned to ignore much of it. As a result, it has become more difficult to attract new customers. Servicing existing customers, however, is easier and less expensive. In fact, it is estimated that acquiring a new customer costs five to eight times as much as keeping an existing one.

To retain current customers, some companies develop loyalty programs such as the frequent flyer programs used by many airlines. A marketer may also seek to retain customers by learning a customer's individual interests and then tailoring services to meet them. For example, Amazon.com keeps a database of the types of books customers have ordered in the past and then recommends new books to them based on their past selections. Such programs

help companies retain customers not only by providing a useful service, but also by making customers feel appreciated. This is known as relationship building.

### **Answer the following questions**

1. What are different ways of advertising?
2. What is the most wonderful and convenient way of advertising nowadays? Do you like it?
3. What can we take advantage of technology to advertise our products?
4. Is relation building important in advertising the products?

## **II. DISCUSSION**

Which of the following statements do you agree with?

1. Advertising is essential for business, especially for launching new products.
2. Advertising does not present a trice picture of products.
3. Advertising raises prices.
4. Giving free samples is an effective way of sales promotion.
5. Is "competition" equivalent to "sales promotion"?

## **III. CASE STUDY**

Imagine that you, in a team of three or four people, are responsible for promoting one of the following.

- A new branch of a big mobile company.
- A new up-market health and fitness club.
- A new store of a big farm.

Decide what you are interested in, what is special about it, which tools or channel you use to promote it. Make out clearly your plan and point out its good points?

## **IV. NEW WORDS**

<b>Aim at (v)</b>	Nhằm vào
<b>Allow (v)</b>	Cho phép

<b>Associate with</b> (v)	Kết giao, kết hợp, liên hợp
<b>Available</b> (adj)	Sẵn có, hiện có
<b>Behavior</b> (n)	Cách đối xử
<b>Benefit</b> (n)	Lợi ích, hưởng lợi
<b>Beyond</b> (adv)	Nằm ngoài
<b>Brand</b> (n)	Nhãn hiệu
<b>Chain</b> (n)	Chuỗi, loạt
<b>Characteristic</b> (n)	Đặc điểm, đặc tính
<b>Enable</b> (v)	Làm cho có thể
<b>Extreme</b> (adj)	Cuối cùng, vô cùng, cùng cực
<b>Finalize</b> (v)	Hoàn thành, làm xong
<b>Function</b> (n)	Chức năng
<b>Highlight</b> (v)	Làm nổi bật, nêu bật
<b>Liaison Agency</b> (n)	Trung tâm môi giới
<b>Mass</b> (n)	Số đông, đa số, số nhiều
<b>Mastering</b> (v)	Chủ đạo, làm chủ
<b>Objective</b> (n)	Mục tiêu
<b>Particular</b> (adj)	Đặc biệt
<b>Potential customers</b> (n)	Khách hàng tiềm năng
<b>Presentation</b> (n)	Sự xuất hiện
<b>Primary</b> (n)	Đầu tiên, trước tiên
<b>Promotion methods</b> (n)	Phương pháp khuyến khích
<b>Provide</b> (v)	Cung cấp
<b>Relationship</b> (n)	Mối quan hệ
<b>Reservation</b> (n)	Sự đặt trước (phòng ở/ bàn ăn)
<b>Sale promotion</b> (n)	Sự khuyến mãi/ xúc tiến thương mại
<b>Soft drink</b> (n)	Đồ ngọt, nước ngọt
<b>Special</b> (adj)	Đặc biệt
<b>Strategy</b> (n)	Chiến lược
<b>Techniques</b> (n)	Kỹ thuật



## STEPS TO SALES SUCCES

### • Objectives

- Mastering:
  - + Basic principles in business
  - + Sales techniques
- How to deal well in your own business
- Having good behavior

### • Contents

- Basic principles in business
- Sales techniques
- Tools for recruiting, training and managing sales teams

## I. READING COMPREHENSION

### A BUSINESS DIES EVERY 2 HOURS

It breaks my heart to go shopping sometimes. There is the "Going out of business sale!" the pride saving "Lost our lease sale!", and the cardboard headstone "Space for Rent". They are all a result of the same problem... not enough customers.

It is nice when you can open a business and attract new customers the next day. It is great when a web site guarantees your profitability. Nevertheless, none of those things happens without good planning. Without a good plan, and the proper execution, businesses die very quickly.



### **Rules to attract new customers**

- Let people know you exist - Advertise yourself. If people do not know where you are and what you do, they cannot buy from you. Advertising greatly increases your chances of success.
- Do not scare the customer - Make the customer feel comfortable with your product or service. Provide an environment that they will feel safe. Make them feel good about spending their money. Do not scare the customer.
- Look the part - Businessmen wear suits. Police officers carry guns. You are reading this article because we look the part. We effectively display our ability to attract new customers. You can do the same when you look the part.

You are surprised at how many people break these simple rules. Sometimes I go exploring around my city and I find little out of the way businesses that I would have never known about before. They are good businesses with absolutely no exposure. Therefore, when I go back a few months later to see them again, they are out of business. It is very sad. They do not go out of business because they are bad at business; it is just that no one knew where they were so they never made enough money to stay open. You cannot attract new customers when they do not know you exist.

I walk by stores all the time that are open, but look very dark inside. That does not make me feel like going inside. They have scared rule and me Nº 2 says do not scare the customer. You cannot attract new customers if they are not comfortable with you.

If you were going to buy tools, you would expect a person with a tool belt and a smock to help you out right. After all, he looks like he knows what he's talking about. What if you went to go buy a power saw and a woman in a clown suit asked if she could help you? Exactly, look the part and you can attract new customers without any problems.

Building a successful sales strategy requires a culture of hard work, accountability and training. It's as much an art as a science. These video-based professional sales training programs provide the tools that you need to recruit, train and manage sales teams to increase revenues and profits now.

- **Step 1:** Hire the right salespeople using the techniques explained and demonstrated in "More Than a Gut Feeling for Sales".

Are your slow sales due to the nature of things, or are you hiring the wrong sales people? Based on the theory and practices of the world's best-known interviewing expert, Dr. Paul Green, this video (or DVD) teaches managers how to evaluate and hire the very best sales candidates and avoid costly, and all-too-common mistakes.

- **Step 2:** Teach them the best-benchmarked sales practices explained and demonstrated in the New video "Ask For the Order".

This is a brand new Sales Training Video (or DVD) with a timeless message. Research has clearly shown that if you do not ASK FOR THE ORDER, your probability of closing is less than 20%. With 11 realistic vignettes in diverse business settings using 43 different actors, the video brings its message to everyone in sales: rookies, veterans, field sales reps, and telemarketers. Veteran sales training professional Art Bauer shows right way/wrong way closing techniques, handling objection, buying signals, use of both direct and indirect questioning techniques. With a PowerPoint, reminder cards and other ancillaries, the package provides a full "sales training meeting in a box".

- **Step 3:** Help them stay focused, improve their productivity, and manage their time utilizing "The New Time of Your Life" video.

Viewers learn the importance of time management, and six powerful ways to accomplish it! Major "how-to" steps include the importance of listing

goals, setting priorities, making a daily "to-do" list starting with top priorities, dealing with procrastination, and asking the question frequently: "What is the best use of my time right now?".

## WINNING CUSTOMER LOYALTY VOLUMES 1 & 2

**Volume One:** *Winning Customer Loyalty... Eliminate Customer Turnoffs* looks at what really alienates your customers. What makes them want to stay away and not buy your product? Each time we experience poor service we are tempted to join the chorus of complainers. However, a more fruitful use of such experiences is to learn from what others do poorly so that we can provide the best in service to our customers.

**Volume Two:** *Winning Customer Loyalty... Exceed Customer Expectations* shows you how to really exceed the expectations of your customers and gain their loyalty. It takes the ambiguity out of what it means to "give your customer more" when they really do not expect it. It shows you how to set yourself apart from your competitors.

What is included: The secret: customer service uncovered.

This video focuses on the most difficult customer service challenges, such as dealing with customers who speak a different language, come from a different culture, or act in a way that might otherwise test the patience of service personnel.

This video includes scenes from three different settings: technical support, banks, and retail.

### *Topics:*

- How to put yourself in the customer's shoes
- How to be honest and tactful with customers
- How to make even the most difficult customers feel liked and welcome

## EXCEPTIONAL CUSTOMER SERVICE

No matter how good you may think you currently are at satisfying and

keeping customers, your level of customer service can still and must be vastly improved.

- Learn the vital role every member of your organization plays in dealing with customers, and the results of poor teamwork.
- Use creative techniques to improve your listening skills.
- Make a lasting, positive impression on customers and prospects.
- Implement the secret of under-promising and over-delivering.
- Get the consistent support of managers, co-workers, and staff.
- Defuse irate customers and turn potential disaster into something positive.

Learn and teach sales strategies that will allow your salespeople to control the sales process and blaze their way to selling success.

## **BRIAN TRACY: KEEP CUSTOMERS COMING BACK**

**What would you say to "the purpose of running a business is to create and keep a customer and not profits?"**

Brian Tracy explains why customer retention is the true measure of business quality and shows you how to get customers and how to keep them-just by following two little rules!

You will learn to:

- Focus on the second sale
- Build customer loyalty from a customer complaint

**What is included?**

## **CUSTOMER SERVICE EXCELLENCE: IT'S IN THE DETAILS**

It is in the details with Lisa Ford

Stop "processing" your customers through - pay them the attention they expect!

The detail can determine a customer's perception of your business and whether they will return. Lisa Ford, one of the most respected customer service specialists in the nation, alerts employees to the five qualities today's more

educated, high-demanding, and sophisticated customers expect. To define exceptional customer service, Lisa provides insightful examples on making the customer feel valued, empathized with, and served with timeliness, as well as an abundance of tips for turning one-time buyers into lifetime customers.

**You will learn how to:**

- Recover customer service loyalty through four guidelines
- Use the "grandmother rule" to improve reliability
- Be aware of a customer's perception to provide better service
- Avoid the most discreditable words in customer service

## **EXCEPTIONAL CUSTOMER SERVICE**

### ***A Must for Everyone Who Communicates With Customers!***

In this world of increased business competition, it is no longer enough to simply supply a good product at a reasonable price. Today, with so many customers shopping around, it takes a solid commitment to customer service to gain loyalty and repeat business. Business experts around the nation agree that customer service is the competitive edge for any successful business it is an indisputable fact that becomes more clearly each and everyday. If your company cannot please and keep its customers, it will never be truly successful, and, in fact, it might not survive in these consumer-oriented times at all.

### ***Nearly Endless Customer - Service Benefits***

No matter how good you may think you currently are at satisfying and keeping customers, your level of customer service can still and must be vastly improved. Now, learn to see yourself and your organization as others see you. Build excellent rapport and utilize easy ways to ensure crystal-clear, positive communications. The powerful improvements you can make in your customer relations are nearly endless when you incorporate the proven information you will find in this seminar into your own organization.

### **Answer the following questions**

1. What are rules to attract new customers? What is the most important?
2. What is the step that a manager should follow to increase revenues and profits?
3. What can we do to improve the level of customer service?
4. What is “a must” while communicating with our customers!
5. What does a real sale success require?

### **II. DISCUSSION**

Decide whether those sentences true or false? Give explanations.

1. Promotion attempts to increase demand for a product.
2. Promotion tries to make the customers think differently about the product.
3. Increasing sales means getting more customers for your product. You can do this by finding new markets. A method of expanding the market might be.
  - To sell your product in other places.
  - To sell your product to people who do not now purchase your product or a similar product.
  - To advertising to tell more people about your successes and your product.
  - All of the above.

### **III. CASE STUDY**

You have a new idea a method to product a special multifunctional doll for children to play. You have experimented and it proved that you are successful. Now you have a chance to promote your new product. What would you do to promote yourself? Apply what you have got from the text above to make out your speech?

### **NEW WORDS**

**Accomplish** (v)

Hoàn thành

**Accountability** (n)

Trách nhiệm giải trình

<b>Alienate (v)</b>	Chuyển nhượng
<b>Ambiguity (n)</b>	Sự mơ hồ
<b>Ancillary</b>	Lệ thuộc
<b>Article (n)</b>	Bài báo
<b>Basic principle (n)</b>	Nguyên tắc đạo đức, phép tắc cơ bản
<b>Benchmarked</b>	Làm chuẩn
<b>Blaze (n)</b>	Sự rực rỡ
<b>Candidate (n)</b>	Người xin việc
<b>Cardboard headstone (n)</b>	Bìa bìa cứng
<b>Clown suit (n)</b>	Quần áo què mùa, quần áo cũ
<b>Consistent (adj)</b>	Phù hợp
<b>Crucial advantage (n)</b>	Thuận lợi chủ yếu
<b>Crystal - clear communication (n)</b>	Sự thông tin hoàn toàn đự hiểu
<b>Defuse (v)</b>	Xoa dịu
<b>Demonstrate (v)</b>	Chứng minh
<b>Display (v)</b>	Trung bày
<b>Eliminate (v)</b>	Loại trừ
<b>Empathize (v)</b>	Thấu hiểu
<b>Environment (n)</b>	Môi trường
<b>Excellence (n)</b>	Sự xuất sắc
<b>Excellent rapport (n)</b>	Quan hệ xuất sắc, ưu tú
<b>Exceptional program (n)</b>	Chương trình đặc biệt
<b>Experiment (n)</b>	Thí nghiệm, thử nghiệm
<b>Explore around (n)</b>	Thăm dò, khảo sát xung quanh
<b>Exposure (v)</b>	Phơi bày
<b>Incorporate (v)</b>	Sáp nhập, kết hợp
<b>Irate (v)</b>	Nổi giận

<b>Loyalty</b> (n)	Lòng trung thành
<b>Multifunctional</b> (adj)	Đa chức năng
<b>Procrastination</b> (n)	Sự trì hoãn
<b>Reps</b> (n)	Người đại diện
<b>Retention</b> (n)	Sự sở hữu
<b>Rooky</b> (n)	Tân binh
<b>Sales technique</b> (n)	Kỹ thuật bán hàng
<b>Scare somebody</b> (v)	Làm ai hoang mang, sợ hãi
<b>Smock</b> (adj)	Trang trí hình tổ ong, áo khoác ngoài
<b>Sophisticate</b> (v)	Ngụy biện
<b>Strategy</b> (n)	Chiến lược
<b>Telemarketer</b> (n)	Người tiếp thị qua điện thoại
<b>The proper execution</b> (n)	Thực hiện, chấp hành đúng quy tắc
<b>The proven information</b> (n)	Thông tin đủ chứng cứ
<b>Uncover</b> (v)	Khám phá
<b>Veteran</b> (n)	Người từng trải
<b>Vignette</b> (n)	Họa tiết



## DISTRIBUTION

- Objectives

- Mastering different channels of distribution
- How to deal well in your own business
- Having good behavior

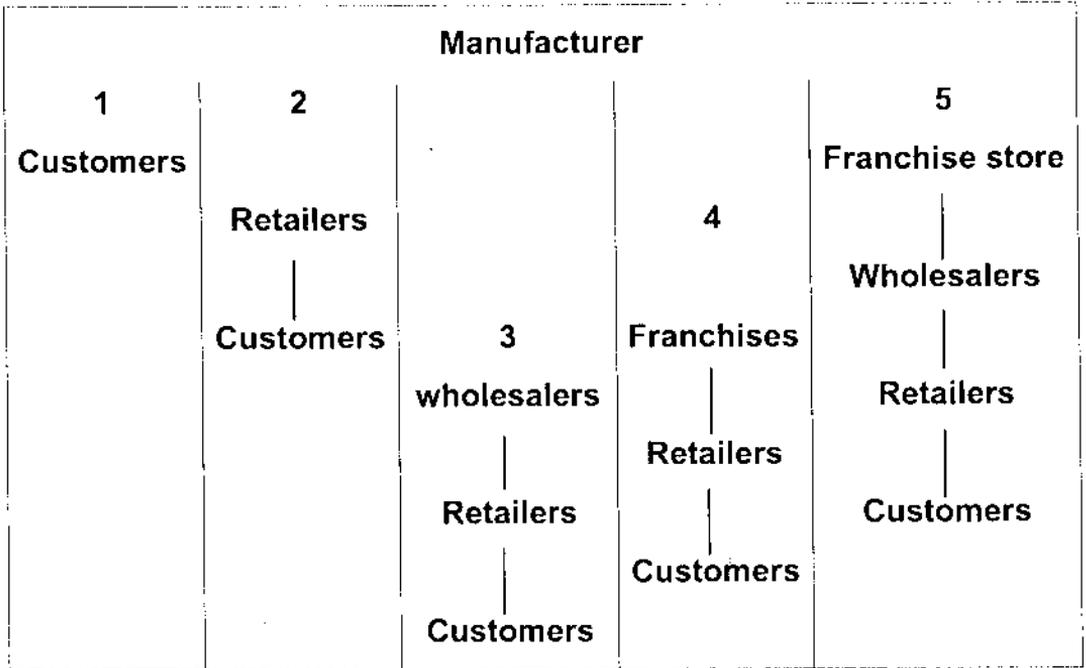
- Contents

- Direct sale
- Middlemen
- Retailers, wholesalers
- Franchise stores and chain stores

### I. READING COMPREHENSION

After a product has been manufactured, the next step is to find out which methods and routes should be used to bring it to market. This involves channels of distribution.

The channel of distribution or trade channel refers to the route the product takes on the way from the manufacturer or producer to the ultimate consumer.



**Case 1:** The shortest channel - direct sale. For example, a grower sells product directly to a customer at a roadside stand.

**Case 2, 3, and 5:** Retailer is the bridge to the customers.

**Case 4, 5:** The longer channels with middlemen.

Middlemen are people who take possession of merchandise and take title to it or arrange for transfer of ownership. The reason middlemen are needed is that a particular customer or consumer desires many products, which come from many manufactures, and it is impossible for the consumer to purchase every product from producers. For example, in offices, pencils, papers, desks, lamps, cabinets, and many other products are used. Each of these products may be manufactured in a different part of the country. The office agent needs to be able to purchase different quantities of these items at a once place that is convenient for him.

The job of a middleman is collecting the different products from the various manufacturers, and then dividing them into amounts which the cus-

tomers require. The middleman gives the products place utility by delivering or transporting them to where they are needed. Two types of middlemen are merchant middlemen, who actually take title to the merchandise, and agent middlemen, who arrange for the transfer of title between manufacturer and wholesaler. An example of a merchant middleman might be a person who owns a warehouse, buys large quantities of goods from manufacturers, and then distributes them to companies who purchase smaller quantities. An example of an agent middleman would be a broker who earns a commission by putting buyer and seller in contact with one another.

The channel of distribution selected for consumer products sold on the retail market depends upon the types of product. Some items are considered convenient goods. They are generally products which have a low price and can be found at several convenient locations. Examples are chewing gum, cigarettes and soft drinks. One generally goes to the closest place to buy these kinds of products. In this case, convenient goods are found at supermarkets, convenience stores, and even in vending machines. These goods must be widely distributed. They may, therefore, go through several middlemen before they arrive at the place where the consumer purchases them.

Other consumer products are classified as shopping goods. These are products which generally cost more than convenient goods. A customer shopping for a television set or other major home appliance would probably consider several different products and shop at several different locations to compare quality and price before making a decision about a purchase.

Two of larger types of retail distributor are franchise stores and chain stores. A franchise store is a store that is independently owned, but operates under a franchise or license from a parent company. The franchise pays a fee for the license and a certain percentage of the total sales to the parent company. In return for this, the parent company supplies the products and promotes sales through advertising. Franchise stores are particularly popular in fast food industry. McDonald's and Kentucky Fried Chicken have franchises worldwide. Franchise stores and chain stores are similar in the ways they are run and the fact that the same merchandise is generally carried throughout the chain or franchise. The main difference between franchise and chain stores is that the

chain store is owned by the parent company. Some supermarkets, such as Safeway, are operated as chain stores. Department stores such as Sears are also chain stores. The advantage that franchise stores and chain stores enjoy in distribution is that they are often vertically integrated. This means the parent company controls the warehouses, the trucking lines, and sometimes the manufacturer of the product. Vertical integration should allow a parent company to control costs and maximize profits. However, sometimes vertically integrated organizations become so large that they actually cost more to operate. A large expensive bureaucracy is needed to run a large organization.

### **Answer the following questions**

1. What do the channels of distribution depend on?
2. What do franchise and chain stores benefit from?
3. What is the difference between chain stores and franchise stores?
4. Why is the middleman necessary?
5. What are three specific activities of the middleman?
6. What is a franchise?
7. What does “parent company” mean?
8. What services does it supply?

### **II. DISCUSSION**

1. There is an argument that: Sales staff in retail stores are necessary because a retail outlet which can cut its costs has an unquestionable advantage over its competition. Therefore, a large sales staff is unnecessary and should be minimized.

Decide whether you are for or against this?

2. The cost of distribution for convenience goods is probably higher than for shopping goods?

Do you agree with that idea? Why?

### **III. CASE STUDY**

Suppose that it is your job to arrange for distribution of a product that your

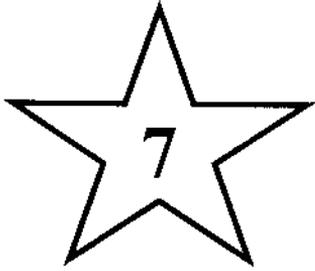
company has made. Find out the nature of the product that is related to the consumers and what should be taken in consideration in distributing it. Work in pairs or group. Here is the product list:

1. Refrigerator
2. Shoes
3. Candy
4. Fan
5. Watch

#### IV. NEW WORDS

<b>A parent company</b> (n)	Công ty mẹ
<b>Bureaucracy</b> (n)	Công chức
<b>Cabinet</b> (n)	Tủ nhỏ có ngăn kéo
<b>Chain store</b> (n)	Cửa hàng thuộc công ty
<b>Channel of distribution</b> (n)	Kênh phân phối
<b>Closet place</b> (n)	Buồng riêng, phòng để đồ
<b>Commission</b> (n)	Sứ mệnh
<b>Department store</b> (n)	Bách hoá tổng hợp
<b>Distribute</b> (v)	Phân phối
<b>Expensive bureaucracy</b> (n)	Thói quan liêu xa hoa
<b>Franchise</b> (v)	Cấp quyền kinh doanh
<b>Franchise store</b> (n)	Cửa hàng được cấp kinh doanh (đại lý)
<b>Integration</b> (n)	Sự hòa hợp
<b>License/franchise</b> (n)	Giấy phép kinh doanh
<b>Major appliance</b> (n)	Thiết bị, dụng cụ
<b>Merchandise</b> (v)	Buôn bán
<b>Middlemen</b> (n)	Người môi giới
<b>Ownership</b> (n)	Quyền sở hữu
<b>Particular customer</b> (n)	Một cá nhân khách hàng

<b>Possession (n)</b>	Sự chiếm hữu
<b>Retail distributor (n)</b>	Phân phối bán lẻ
<b>Retailer (n)</b>	Người bán lẻ
<b>Roadside (n)</b>	Bờ đường, lề đường
<b>Transfer (v)</b>	Chuyển nhượng, di chuyển
<b>Trucking line (n)</b>	Đường vận chuyển bằng xe tải
<b>Ultimate customer (n)</b>	Khách hàng cơ bản, cuối cùng
<b>Vending machine (n)</b>	Máy bán hàng tự động
<b>Vertical integration (n)</b>	Sự hòa hợp cực điểm
<b>Vertically (adj)</b>	Đỉnh cao
<b>Warehouse (n)</b>	Cửa hàng
<b>Worldwide (adj)</b>	Trên toàn thế giới



## 50 EFFECTIVE WAYS TO WIN NEW CUSTOMERS

### • Objectives

- Mastering:
  - + How to keep customers
  - + 2 stages to win customers
  - + Maintaining customers' loyalty
- How to deal well in your own business
- Having good behavior

### • Contents

- Attract new customers
- Provoke the attention of the customers
- Maintain your existing customers
- Restore the previous customers who did not accept your product
- How to meet the sensitive customers
- Things to satisfy the customers

## I. READING COMPREHENSION

When determining the size of your market several important factors are revealed. One primary factor is what your customers are searching for specifically. When we analyze this information, we categorize the INTENTIONS of the user who searched a specific term. If you understand the intentions, you can cater the content of the site to that user. We do this by targeting specific phrases to specific pages. When the user finds the site, they land on the specific page that targeted their intentions. Now your site can speak to that user which increases the chance that they become a new customer.

→ **These are 50 tips for both the manager and his or her salespersons to have good customer services.**

### ATTRACT NEW CUSTOMERS

- Show your positive attitude and welcome them.
- Use the word of mouth information network.
- Advertise effectively and creatively.

#### **1. Welcome your customers with a positive attitude**

- Your positive attitude and high appreciation help you to win the new customers.
- Show them how important they are.

#### **2. Be careful with the interview for employees**

- Your employees' attitudes are very important. You need to be careful with them. They are on behalf of their company, hence if they have any unsuitable attitude that will affect your business much.
- You should learn how they would react when a customer decides to buy your product. Then, you will make up your mind.

### **3. You should investigate your authentic ness**

- You should do what you have said in your statement or slogan that will help you create the belief in your customers' hearts.

- Be sure that all the employees know exactly what you mean in that slogan and they are trained with the customer services.

- You can also investigate the reactions from customers about your services like:

+ The training of customer service for your employees. Are they alright?

+ Is there any special promotion to serve the customers?

+ Is there any program to offer the special promotion to customers?

+ How about the attitudes of the employees?

+ Did we make our effect to appreciate the service quality or not?

- Answers for those questions will help you know your strong and weak points as well as where you are now.

### **4. Affirm the important position of your customers**

- No one is perfect. Everyone is different. However, the demands are relatively similar. That is why you should not distinguish one from another. Having a friendly attitudes build up a good foundation for your relationship with the customers in the near future.

- Don't hesitate to tell them that: No matter how you feel about yourself and whoever you are with, you always think of your customer. That they are believed to be your customers is the most important thing on earth with you, with your company.

### **5. Have good impression**

- You have only one chance to give the first impression. You should try to create their loyalty and belief on you.

- Your company should have your own uniform to distinguish you from your opposite. Among the servants, the person who dresses neatly will have a good impression on customers and he or she will be the one having many requests.

## **6. Take care of your working place**

- Is your products displayed attracting?
- Is the place for selling clean and neat?
- Is the working atmosphere well - arranged and effective?

-They are the things that your customers will face with when trying your company after the welcome.

- Don't make your place a mess that waste your time to find something you need. That will be a bad impression. The clearness and neatness provoke you to work.

## **7. Create your potential customers**

- You can hold free conference about your products for everyone.
- You also can hold short-term course for people to attend. It satisfies your potential buyers when exposing to your products or company's services.

For example: A car shop often holds conferences to introduce the operation of their products. They are free and opened for everyone. Every week, people can choose a short - term course they like to attend. In class, a machine will explain about different parts of the car for the feature users.

## **8. The exhibition room**

- Try to show off your picturesque products
- The product exhibition in public will attract the attention of many people that is one way to promote your product.
- You can also co-exhibit your product with other.

For example: If you are running an interval furniture shop, you can exhibit your products effectively, successfully in an agent state or an exhibition room with sport products will call attention in a beauty shop.

## **9. Practise necessary skills for your employees**

- Employees in a company are the best advertisers, so you are to assure the training for them, so you can improve your customers who are experienced and the new ones.

## **10. Show your customers that you always try to satisfy them**

- Reward and promote everyone who serves the customers the best.
- Encourage the listeners, the users, etc. To write letters to tell you about the service satisfying customers they have ever known.
- Provoke the movement to collect the good services in one area and even throughout the world. It will help your company close to new customer service. And your company will be in a high position in trying to satisfy your customers the best.

For example: This is something you can say in the letter to provoke the movement.

## **11. Using some techniques in telecommunication**

- Take advantage of exposing to your customers through the phone. You can not show them your gesture, eyes sight or something like that so the biggest challenge is that you have to use your voice effectively.

+ Introduce your company or your name.

+ Show your smile. Some people use a mirror in front of them to see how they smile with their customers through the phone.

+ Show your customers that they are being served. Tell them what you are doing to serve them.

+ Welcome them. Direct them to the core problem by saying like that: "May I help you?".

+ Assure that you will do what they request.

For example: You say, "I will check the mistake in this bill and will phone you just before 5 o'clock this afternoon. OK?"

+ Thank them for calling.

+ Call the attention through your friendly and natural voice impressively.

+ Be careful when asking them to wait. You should explain with them the reason for that interruption with beautiful and formal words.

## **12. Using word-of-mouth and online marketing methods**

- Online marketing is going to increase rapidly. It is convenient because the customers only have to choose what they like on internet.

- Direct marketing to create a marketing network based on personal

relationships. Your friends and your neighbors will help your marketing and distribution through their relatively with your potential customers.

- Online marketing requires you to encourage others to sell the product for you. May be the bonus or an invitation for a dinner or the reward at x \$.

### **13. Asking to look for new customers - who are priceless**

- Always asks your customers to know whether they are satisfied your products and the name, the address and the phone number of others who also feel like that.

- You then can phone them and ask them to see your products they will be very pleased. The information you know about them will help you much.

### **14. Exposing to your new customers due to your friends relationship**

- List the potential customers in advance and begin with them. E.g. Joe Girard a car manager, said ". If I met 50 persons in a week and only two of them are not satisfied with my attitude, at the end of the year there may be 5000 others affected by those two people. I have sold cars for 14 years. Therefore, if there are 2 people satisfied in one week, there's surely 20.000 others know one thing that. "Don't purchase his cars".

- So, offer your customers good services. They will introduce you to their friends to promote your products. If that, let give them the bonus.

### **15. Other except your business card**

You can give your customers the business card with these following accompanying things:

- Your images on the card to remind them of your company.
- Leaflet showing your products.
- Your personal phone number or address.
- A brochure about your company or your products
- Give a bonus to everyone who introduces your company to others.

### **16. Take advantage of new technologies**

- Fax is necessary. You can provide update information, new products, and detailed information about your products or any of your services changes.

- Use the numbers 800, 888, or 900 so that others can easily contact you. Because your customers will not have to pay for those phone numbers.

- Use your own website to offer information about your company. Make it interesting and professional; then, send e-mail to invite customers to use it.

### **17. Set up and maintain a list of potential customers**

- Set up a list of anyone you think they will need your products or services due to your relationship with your friends, your classmate.

For example: Try to contact with them.

- Don't sit down and waiting for them, let try to contact them, make it a habit.

For example: I have a friend called Tom. He has just finished the army services and decided to make business. He had no experience and even knew nothing to do. He wants to make himself a boss. He opened a small shop, and advertisement or major, news, and waited for the customers to come. Let what happened? No one comes to his shop. He cannot be patient anymore and decided to act. Instead of sitting doing nothing, he made a list of potential customers and contact with them by phone. He only told about his business only. He asked them to tell others who also may need his products. In the end, he has succeeded with his first shop, and then he continued to develop his series of shops with different equipment. Those shops have made his life wonderful.

### **18. Be a good citizen**

- Advertising by subsidiaries for public activities is a good method to maintain and develop potential customers of your company.

For example: You can try to help charity group. The chance to help them on each occasion makes others know your good will. This responsive method is a good way to advertise your image.

### **19. Build up image to advertisement**

The effective and stable pattern should go together with fact image (logo), slogan, colors and subjects. Make them simple, easy to understand and remember.

For example: Take some big companies like: Coca Cola, Pepsis, Procter and Gamble. They always have short and easy understanding advertisements like:

"Satisfaction guaranteed", "Guaranteed. Period", foreign quality, domestic price (LiOa company), "always listen, always understand" (Prudential company).

- If your advertisements on TV, radio, choose the professional persuasive voice to promote your products. Do not make listeners feel boring listening to your advertisements.

## **20. Promote your successes**

- Promote your successes on magazines by advertising your image with a repeat famous customer or the letters of your customer.

## **21. Put your name and phone number on telephone directory**

## **22. Hold the commercial fair. You will not succeed by displaying your products and waiting for buyers. There are some tips for you**

- Invite your potential customers to visit your company in advanced you can bonus them with some rewards if they help you send the invitation letter to others.

- Call attention to your free samples make them interesting, colorful attractive etc.

- Contact immediately to anyone to sell your products. If you let the chance stand by you will never win new customers.

## **23. Cooperative marketing: you can cooperate to sell the products by**

- Recognize the major customers.

- Try to provoke their interests.

- Build up good relationship with your cooperators.

For example: Les Schwab who sells car tires succeeded in developing his company in North West of pacific. That was at the beginning of 1960s, he raised an idea to cooperate with the Oregon Cattlemen' satisfied to offer paper to buy beef for person who bought his tires. At price from \$7.5 to \$15 up to the amount of tires, they bought. That promotional program was described: "That was one of the most successful program. It promoted the selling of beef as well as our tires."

## **24. Publish your own brochure**

- Publish your own brochure and sell it at special price to create the

belief from your customers. They will believe what they see rather than what they hear.

For example: One of my friends published a brochure named "How to Avoid Auto Service Reproofs?" At \$7.95, it helps others know and understand about his company and start paying attention to them.

**PROVOKE THE ATTENTION OF CUSTOMERS:  
THERE ARE 2 ACTIONS YOU CAN TAKE!**

- Carry special promotions.
- Motivate them to act immediately.

**25. You can give your repeat customers with the entry form**

- ENROLLMENT FORM -

- I would like to join the Friendly Follow-Up Program - Please send me a large print bill - please send me a Braille Bill.

- I would like to join the Critical Care Program - I am 62 years old or older, or disabled.

PLEASE PRINT

Name \_\_\_\_\_

Address \_\_\_\_\_

Town \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone # \_\_\_\_\_ Date \_\_\_\_\_

Account # \_\_\_\_\_

For Peace of Mind Only

Hospital Name \_\_\_\_\_

Doctor's Name \_\_\_\_\_

For Friendly Follow-Up Only

(Person/Agency) \_\_\_\_\_

Address \_\_\_\_\_

Town \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone # \_\_\_\_\_

Authorized Signature \_\_\_\_\_

Please call us at 1-800-490-0025 if you have special needs not addressed in this brochure.

**26. You can gain more customers by subsidizing for charity groups** when you have a new customer. This makes your new customers satisfy and they continue to introduce you to others and your image will be promoted.

### **27. Door-to-door marketing**

- Door-to-door marketing makes your customers close to you and surprised at the thing happened to them.

- If your customers are not at home or do not want to talk to you, put your address, your samples there for them. Be careful! You should go to their home at the convenient time, do not disturb them.

### **28. Write letters to motivate customers**

- Write letters to motivate customers because they will buy your products if they know that you have a new product they need to buy.

Take the buying of a car as an excellent example. A car is expensive, that is the reason why we always try to entrust this transaction on the person we believe in like your friend or you have to try to "create" your friend like them by contacting to some one you know; write letter to them, etc.

## **MAINTAIN YOUR EXISTING CUSTOMERS**

There are two actions: - E-plus method (Expectation plus).

- Improving your customer service.

### **29. E-plus method - a key element to satisfy your customers**

- Know clearly and objectively about what a customer needs from you.

- Set up new ideas over the customers' expectation that will from you.

+ Before deciding to buy any product the customers always have their

certain expectations, the commercial transaction will be successful if you over supply for these.

+ Follow the "Equity Theory". E-plus creates the unbalance with many people, this requires them to balance.

+ E-plus helps managers avoid dissatisfaction - Take care of the feedback from your customers if they are satisfied, they will reuse your products or they'll help you to gain new customers. So e-plus is the most significant and effective method for advertising. In contrast, if they are unsatisfied, they will give back your products, boycott you or information their friends about your bad products or about you yourself. Surely, you will fail.

### **30. E-plus of value added products**

- Value is recognized by the products quality with the (Its) price. If you spend much money on any goods, you expect it will be good, convenient; long- used enough with that amount of money. That is the certain.

- The real quality should fit with the expectation. When talking about excellent products, many people told about vacuum cleaner Kirby with 15 years used or the refrigerator Western Auto with 20 years. They also often talk about Ford or TOYOTA truck for harvesting at speed 200 miles or sweater with more than a quarter century they oversupply the product quality.

### **31. E-plus of supplementary information**

- Supply information about your company more personally and conveniently. You can offer videocassette to introduce or explain the real usefulness or the checking-up stage step by step of your products. You also can help your customers through the phone number: 800.

+ For example: The experienced car sellers, they often spend a lot of time with this customer to explain all the car's characters for using safely, they also sometimes offer customers with a cassette explaining detailed all the car's characters and the tips to care for it.

### **32. E-plus of speed (just in time)**

- Ineffective and slow services make the customers bored and tired. They will boycott your company sooner or later. Example, a famous airline company affirms to deliver at 9 am the next day; in fact, they always arrives much later at 9 or 9.30 a.m. In a supermarket when there are more than two customers

queuing to wait for the bill, they will open a tiny cashier or in some fast food restaurants, they prepare your lunch even you choose your menu.

### **33. E-plus of standards for customer service**

The service standards base on communicative acts of the salespersons. If those standards fit people's demands, customers will accept using your products.

- Warmly and friendly welcome your customers. This makes them satisfied. You can welcome them by eyes sight if you are too busy with other.
- Keep an acceptable distance with the visitors. You should learn about their culture to avoid culture shock (i.e.: hugging, shaking hand, etc).
- Don't make the customers wait for you.
- Be polite. Even when they do not buy your goods at the end, thank them for visiting your company.
- Talk on the phone friendly, cheerfully in expressing your emotion.
- You should express and explain everything clearly with professional and formal words to assure that your customers can understand what you have said and to avoid misunderstanding.
- Save your customers time by effective transaction. The ineffective and slow services make them annoyed the most.
- Call them by their names to create close relationship. You can also ask them whether you can call them by their name or not.

All these tips effectively promote your company's image and create your popularity.

### **34. E-plus with accompanying products**

- According to Jay Conrad Levinson, professional advertising or free sample are considered the effective marketing tool for everyone. Many studies show that some 40% of people will remember your company at least 6 months after receiving free present.

For example, a salesman in a shoes shop give his or her customers the shoes and asks them whether or not they want to try on good shocks. Sometimes, this accompanying product is sold or promoted.

Some video shops offer their customers who are children with popcorns to attract them. Some petrolimex companies also they offer free washing service. Those accompanying product are not too much expensive but they help to encourage buying rate and build up the loyalty and belief purchasing.

### **35. E-plus of convenience**

- The most developing companies are those which are always ready to make the customers feel convenient. Dealing with any trouble elements. The e-plus method is applied when you decide subjectively to exchange them for new ones. In America, pizza has never become a favorite food if it has not been carried directly from door to door or from company to company quickly. I have known a tie shop. They have asked to carry the goods to my office because of their safety problem. In some fast food restaurants, from time to time, they offer a free lunch for their royal customers. They will be surprised, satisfied and ready to be your prospective customers forever.

### **36. I with the cost**

- Your product will be sold in a variety if it has at suitable price. The price should accompany with the quality of your goods.

- Lever cost helps you sell much more goods than others you can win more new customers but remember to assure the product's quality.

### **37. Recognizing and improving your weak points**

- List all your short-comings of your new customers or potential ones. Then, try your best to deal with them. You also should list your customers weak points and improve your services to face with those points.

### **38. Realize your "A" class customers**

- The "80" rule says that 80% of your interest comes from 20% of your customers this 20% in the decisive element - and in all you "A" class customers. That makes you succeed.

- You should realize those people. Educate your employees to about them. to have suitable attitudes to satisfy your vital number.

### **39. Foresee the needs and wants of your customers**

- Take this situation as an example Helen is a salesperson in a local shop

at Christmas. In a very busy day, a young mother with two small kids on her hand came to her cashier table. She immediately apologized other customers for a minute and gave a desk for the woman and asked "why you don't sit down here?" I will make the bill of all the things you want and bring them to you? The woman was surprised and moved with Helen's actions. So what is the lesson here? You should foresee the needs and wants of your customers and do something to satisfy them. Helen has very well this significant lesson.

These are some other situations to practice:

- Assure that the customers have had the equipment to use your products (for example: a person buys paint, ask him whether he has had a broom, sandpaper, etc. or not).

- Ask to help them carry their luggage to the car.

- If the form is too complicated, explain to them the difficulty and ask to help them with some parts.

- Be sure that your customers have had enough information about tips for using your products or services. Explain clearly what they don't understand.

- Be ready whenever you are needed: The opening time of many shops and offices has been lengthened much. They are opened much earlier and closed much later.

#### **41. Make your customers feel pleasant**

- According to an article on "The Wall Street" about a famous bookshop in Ohio, the buyers always feel pleasant here with some services Ben and Jerry. People are with the pleasant armchairs, they can eat and read books all days without buying anything eyesight. Not suffer from the pressure to buy, the buyers will buy much. The pleasant contact with customers helped this shop sell 4 times as much as the amount sold in the previous 10 years.

- You are a manager, you are in the same boat with the boss of that shop. Creating the pleasure helps to increase the buying rate. You can do this with services by playing music; encouraging your customers using time visiting your products, etc.

#### **42. Practise listening skills more and more**

- Highly appreciate the content of what your customers are saying not the way they express their ideas.

- Calm down. Do not loose your temper. Do not predict any bad thing until the end of the sentences.

#### **43. Change your manner**

- Don't say ill of your customers.

#### **44. Up date new business ideas or new applications**

- Information to your customers any of your new products or services; by advertising; through phone call; by letters or newspapers.

#### **45. Search information**

- Search information about any company famous you heard about their services, their products, etc.

- Receive and listen to any new ideas of your salesmen or your potential customers. They may help you much.

### **RESTORE THE PREVIOUS CUSTOMERS. WHO DIDN'T ACCEPT YOUR PRODUCTS?**

There are two actions to take:

- Show your salesmen how important it is when your customers go away.

- Step by step to restore customers.

#### **46. Educate the salesmen the importance of satisfying the customers**

#### **47. Restore your prestige**

- Send letter to apologize for your previous services and make sure that you will reconsider the problem and ready to correct.

- This letter in an example:

#### **48. Listen to the customers you do not contact**

- Ask them the reason why they did not buy your products honestly. Listen

to what they said and you can learn some tips from that which can help your business.

#### **49. Say "sorry" and redo correctly**

- Apologize and ask your customers what you can do to make the situation better. In addition, if you can, do what they said to keep them with you.

- For instance, a car service shop exchanged my car for a new one immediately without repairing or checking it. The manager said that he did not want me to drive the car unsafely.

#### **50. Tell your salesman and your friends about difficult situations you are in**

- This will help you easily solve your problem due to others ideas and experiences.

#### **Answer the following questions**

1. What can we do to attract new customers?
2. What is the most important advice for you?
3. What can we do to draw the customers' attention?
4. Would you tell other people about some kinds of information that you may have to fill in the enrollment form?
5. What is e - plus method? Could you name some important kinds? What can we do to reach that target?

## **II. DISCUSSION**

Do you agree or not with some following statements:

1. We should focus our services on customers to satisfy them, not our employees.
2. Our working place is always like terrible mess. I do not care how other feel seeing that.
3. New customer is much more important than the previous one.
4. Potential customer is your company's soul.
5. Direct marketing is the most powerful method.

### III. CASE STUDY

1. You have attended a conference of a company introducing their new product. You have received a small brochure about that product and the company's success in other fields of production. You have not seen the small book, what can you guess I expect the information inside it?

2. Yesterday, it rained constantly. I stayed alone at home feeling sad and lonely. Suddenly, my friend came to my house with her wet clothes. She also bought a present for me with many kinds of delicious food. I was very happy. I felt out of this world. Really!

What do you think if you were the manager of a company? If you would do like that with your customers! Is that a good way?

3. Imagine that you are the company's interviewer. What will you ask to get information from your future employees?

4. Your products were bought at an astonishing speed immediately after launching. That is because it met the needs of consumers you've succeeded. Imagine your position at that time, talk about your success.

5. Nowadays, promoting farm-products by direct marketing method is getting famous and popular. What do you think about this?

### IV. NEW WORDS

<b>Advice</b> (n)	Lời khuyên
<b>Affirm</b> (v)	Xác nhận, phê chuẩn
<b>Analyze information</b> (v)	Phân tích thông tin
<b>Apologize</b> (v)	Xin lỗi
<b>Appreciate</b> (v)	Đánh giá đúng
<b>Authenticness</b> (n)	Xác thực, đáng tin cậy
<b>Beauty shop</b> (n)	Cửa hàng mỹ phẩm
<b>Belief</b> (n)	Niềm tin
<b>Brochure</b> (n)	Sách quảng cáo
<b>Categorize</b> (v)	Phân loại
<b>Cater for</b> (v)	Đáp ứng

<b>Co-exhibit (v)</b>	Kết hợp trưng bày, triển lãm
<b>Conference (n)</b>	Cuộc họp
<b>Distinguish (v)</b>	Phân biệt
<b>Effective/creative advertisement (n)</b>	Quảng cáo hiệu quả, sáng tạo
<b>Encourage (v)</b>	Động viên, thúc đẩy
<b>Exhibition (n)</b>	Cuộc triển lãm
<b>Experience (n)</b>	Kinh nghiệm
<b>Expose (v)</b>	Bộc lộ
<b>Eyes sight (n)</b>	Ánh mắt
<b>Foundation (n)</b>	Cơ sở, sự sáng lập thiết lập
<b>Gesture (v)</b>	Diễn tả
<b>Gesture (n)</b>	Điều bộ, cử chỉ
<b>Hesitate (v)</b>	Do dự
<b>Highly appreciate (v)</b>	Đánh giá cao
<b>Impression (n)</b>	Ấn tượng
<b>Information network (n)</b>	Mạng lưới thông tin
<b>Investigate (v)</b>	Điều tra, khảo sát
<b>Land on (v)</b>	Phê bình, mắng mỏ
<b>Maintain (v)</b>	Duy trì
<b>Maintain loyalty (v)</b>	Duy trì sự trung thành
<b>Manager (n)</b>	Người quản lý, chỉ đạo
<b>Mess (n)</b>	Sự bừa bộn bẩn thỉu
<b>Motivate (v)</b>	Thúc đẩy
<b>Movement (n)</b>	Phong trào
<b>On behalf of (n)</b>	Thay mặt cho
<b>Picturesque product (n)</b>	Sản phẩm đẹp, gây ấn tượng mạnh
<b>Primary factor (n)</b>	Yếu tố ban đầu
<b>Prospective (n)</b>	Sắp tới
<b>Provoke (v)</b>	Kích động

<b>Reaction from customer</b> (n)	Phản ứng từ khách hàng
<b>Relationship with</b> (n)	Mối quan hệ với
<b>Request</b> (v)	Yêu cầu, đòi hỏi
<b>Restore</b> (v)	Hoàn trả
<b>Restore customers</b> (v)	Giành lại khách hàng
<b>Reveal</b> (v)	Phát hiện, để lộ ra
<b>Reward</b> (v)	Thưởng
<b>Reward</b> (n)	Phần thưởng
<b>Servant</b> (n)	Người hầu
<b>Size of market</b> (n)	Phạm vi thị trường
<b>Specific term</b> (n)	Thời hạn rõ ràng
<b>Stage</b> (n)	Khung cảnh, phạm vi hoạt động
<b>Telecommunication</b> (n)	Viễn thông
<b>Transaction</b> (n)	Sự giao dịch
<b>Uniform</b> (n)	Đồng phục
<b>Win customer</b> (v)	Giành khách hàng
<b>Word-of-mouth method</b> (n)	Phương pháp truyền miệng
<b>Working atmosphere</b> (n)	Môi trường làm việc
<b>Working place</b> (n)	Nơi làm việc



## TIPS FOR SUCCESSFUL BUSINESS

### • Objectives

- Mastering:
  - + Rules to get success in business
  - + Sales skills
- How to deal well in your own business
- Having good behavior

### • Contents

- Rules to get success in business
- 10 mistakes business owners are making
- Sales managing skills

## I. READING COMPREHENSION

### A. THINGS BUSINESS OWNERS ARE MAKING AND HOW TO OVERCOME

#### A. Tips for successful business

Let us face it, no-one likes hearing the word "no". The mere mention of the world sales conjures up all kinds of negative images like the ubiquitous used car salesman or the bait and switch tactics that television news shows are so fond of featuring. With all of these negative images around, it's no wonder that so many people do not like selling.

You may be naturally shy or lack self-confidence. On the other hand,

perhaps you never learned how to speak about your business in a way that compels people to buy from you. Regardless of the reason, if you run a business or work for yourself you will find it much easier to be successful, if you sharpen your sales skills and get comfortable in this role.

If the situation I am describing rings a bell, here are some steps you can take to turn your fears into success:

### **1. Get clear on your market positioning**

What does your company stand for in the eyes of your prospects? What makes you different? Who is your ideal client? What pain or problem do your customers have that your product or service solves? Once you're clear about the benefits and results you get for your ideal customers, it will be easy for them to realize that they should buy from you rather than the other guy.

### **2. Pinpoint what it is that you are afraid of**

Sometimes it is not the sale per sale that we are afraid of. Look for the reasons behind the fear, and then come up with solutions for dealing with them.

For instance, sometimes a fear will develop when you know there is a problem with the product or service. You may have had some recent complaints, or are having trouble meeting deliveries or deadlines. It is hard to convince people to buy if you are worried about what you're selling. If this is the case, be proactive! Fix the problems. Make your product or service the best it can be.

Other times a fear can stem from an emotional issue, such as fear of success or fear of failure. Often, we get in our own way with negative self-talk or beliefs we have that sabotage our efforts. If so, get in touch with these feelings and implement strategies to deal with them.

### **3. Use the things you do not like about sales to form a better approach**

Then, do the opposite! If you hate being pressured to buy, develop a strategy that does not use any pressure. Make a list of all of the things salespeople do that you do not like. From there, developing strategies that do not use these tactics.

#### **4. Examine the styles of those who do it effortlessly**

We have all met them, people who do not seem to be selling at all, but know just the right things to say to get people interested in their offering. They do not employ any of the selling behaviors that turn people off. Study them. Analyze what they are doing. Then adapt it to suit your situation.

#### **5. Develop an authentic selling style that you feel good about**

I believe that anyone can be successful in sales as long as they feel good about themselves while doing it. You may have to think differently. Look at what is not working with your current approach, and why. Be creative - if the words sales or selling make you cringe, call it something else!

#### **6. Understand that selling is a numbers game and that no one closes every sale**

Not every prospect is a qualified buyer and that is OK! It is just a normal part of the sales process. Try thinking of it as selecting the customers that would benefit most from your offering. Naturally, in order to select the best, you'll have to reject those that don't fit.

Keep track of how many qualified prospects you need to speak to before closing a deal. Then, set your sales goals, multiplying the number of sales you need to close by the number of qualified prospects you'll need to speak to in order to close each deal, i.e: If you close about 50% of the qualified prospects you speak to, and you need to make 4 sales a month, you'll need to be speaking to about 8 qualified prospects a month in order to do so.

#### **7. Learn to look at sales rejection as an opportunity for learning**

Instead of letting you be discouraged by a no use the experience as an opportunity to learn from instead. What went right? What didn't work that can be approached differently the next time?

#### **8. Don't take it personally!**

There are many reasons people say "no". Many of these reasons have nothing to do with you. It may be that they do not really need what you are offering, the timing is not right, or they are busy and preoccupied with other things.

## **9. Pinpoint common objections, and address them**

You can turn more prospects into paying customers by thinking about logical comebacks to common objections. Is your prospect focused on price? Then focus on value and return on investment. This way you meet their concerns head on, instead of avoiding them.

## **10. Boost your self-confidence and motivation**

Think about all of the wonderful results your product or service has got for your customers. Don't confuse your selling abilities with the value customers get from buying from you. Remind yourself often about the positive benefits your customers receive. If you're not sure, ask them what they like best about doing business with you.

## **11. Think out of the box**

You do not have to use pressure or become the stereotypical used car salesman to get customers. You can learn to close deals without using pressure, in your own way and with integrity.

## **12. Set realistic goals**

Although setting goals is important, be careful not to set the bar so high that you cannot reach it. This only leads to discouragement. Instead, start by setting a realistic goal. Then, break it down into all of the steps you will need to take to get there. Get real about the time, energy, money and any other resources you will need to have in place in order to achieve it. Next, add a timeline and benchmarks to measure progress.

## **13. Consider practising on your "safe list" first**

Practising really helps. A great way to do this is try out your presentation in a comfortable setting first. A client of mine did this recently by compiling a safe list of people in his industry that he knew well and felt comfortable with. He contacted them and asked if they would listen to his presentation and give him constructive feedback. This allowed him to work out the kinks and gain the confidence he needed before going out in the real world. Want a different approach? Practise on a group of prospects you do not know who you'll never see again. You will soon learn that works!

#### **14. Celebrate your wins!**

Congratulate yourself whenever you make a good presentation or feel you have improved, even if you have not closed a deal yet. It does not help to be hard on you if it does not go as well. Those who keep focused on the positives find it easier to be successful.

#### **15. Realize that often a no means not yet or maybe**

Find out the reasons behind a no by learning to ask many questions. Perhaps they need more information or they have a lot on their plate right now. If they see the value, and have a need for what you offer, they may be interested in the future. Make sure to get to the bottom of the no and to follow-up with them later as necessary.

#### **16. And finally, just allow yourself to do it!**

Be willing to step outside your comfort zone. Psyche yourself up to try it and get out there - it really does get easier each time you do.

### **B. 10 MISTAKES BUSINESS OWNERS MAY MAKE - AND HOW TO FIX THEM!**

#### **1. You do not properly identify your product or service's universe**

Most business owners make the mistake of not identifying their universe when starting a business. What is worse is that many business owners never take the time to learn about their universe and learn the hard way, that it may not be large enough to support their business. There is a simple way to properly identify your universe and learn if it is profitable prior to implementing your marketing strategies.

#### **2. You do not target your market within your universe**

Not targeting your market is probably a business' greatest mistake. How could you attract the maximum number of customers if you do not know who wants or needs your product or service? If I ask 10 business owners who their specific market is, I would get answers like: "anyone who breathes".

You should only address your target market and **NO ONE ELSE**. Why you should advertise or market to the masses, when you can focus your energy and marketing budget on only those who wants or needs your product or service. Before implementing any marketing strategy, ensure that you know

who your intended market is, and how you can approach them. There is a simple method for accomplishing this, but before I tell you, let proceed to the next customer attraction mistake.

### **3. You do not take the time to create your Unique Selling Proposition**

Your Unique Selling Proposition or Unique Selling Advantage as some may call it is a statement or slogan you can create that tells your prospective customer what is different and unique about your company, that they should do business with you instead of the competition.

I always hear things like: "We have great customer satisfaction" or "We're the best". What exactly does that mean to the prospect? These statements are not only vague, but also much overused in the business world. Your USP can make the difference between your company making \$100,000 or \$1,000,000 every year.

I'll give you one great example of a company that went from nothing to something in no time flat. Have you ever heard this one? "When it definitely, positively needs to be there overnight - Guaranteed." Yes, FedEx has come a long way, but that USP in a time that no one guaranteed overnight delivery, paved the way for the company, and is now a multi-billion dollar company. How about, "Your pizza delivered hot and fresh in 30 minutes or less-or it's free". Dominos went from number 7 in the United States to number 2 within 7 months. Was it the USP alone? Maybe not, but it had a lot to do with it. There is a simple way to create your own USP. I will show you that and more.

### **4. Your company does not portray a professional company image**

Let me ask you a question... who designed your company's brochure? How about your web site? Whether it is something as simple as your business card, letterhead, yourself, your team, your office, your product or service, you need to portray the most positive, professional image imaginable.

I recently went to a networking meeting and met a Financial Planner who handed me a very slick and professional pocket folder. Within the folder were print outs of services he offered. The printouts seemed to come from his inkjet

printer, and the sell sheets illustrated clipart images of animated individuals. The paper was ordinary 80 lb. white, non-glossy. Here is the problem, this is a person whose image should say: "Let me handle your finances, and I'll make you rich!" Instead, the message I perceived was: "I can only afford the slick pocket folder, but I was too broke to finish the job."

Why would I want to give him any business? He is probably a Genius when it comes to investing and making me money, but I will never know this because he misrepresented his abilities. I do not know if you are aware, but your prospects base 55% of their decision on physiology. If you do not portray the right image, your prospect may judge you negatively.

This does not mean that you must only look professional, you should also look honest, clean, intelligent, humble, energetic, down to earth, or any way that will make your prospect feel comfortable and trustworthy.

Consider this in all aspects of your business. If you try to cut corners, you may lose more than you can possibly imagine.

### **5. You do not calculate and learn the Life Time Value of your customer**

I cannot begin to tell you how often I run into business owners who do not even know what LTV is and how it drastically affects their marketing plan and their ability to attract customers. The Life Time Value of a customer is the amount of money your customer will spend on your product or service over the lifetime of dealing with you.

For example: A customer buys a cup of coffee and donut at their favorite coffee shop every morning on the way to work. He spends \$2.00 every time. Let us say he either does this for three, four maybe five years before he moves, loses his job, or finds another coffee shop. How much money is that customer worth?  $\$2 \times 5 \text{ business days} \times 50 \text{ working weeks} \times 5 \text{ years} = \$2,500$ . \$2,500 on coffee and a donut alone. It is a sure bet that he will spend additional funds on other wants and needs in his customer lifetime. Each industry has a cycle. Each has its own LTV. You can make the same calculation for your business. If you do not know this information, there is a very easy way to find out. Once you know, you will be able to optimize your marketing

efforts with strategies that will double or triple customer attraction, without increasing expenses. I will show you exactly how, in many different ways.

### **6. You do not take advantage of free publicity**

Did you know that you could advertise free in major newspapers across America? I am sure you have heard of press releases. It is a way to get your company's products or services publicized to your target market. The problem is that most businesses do it all wrong, if at all. There is a way to get your stories published completely free in as many relevant periodicals you wish.

There are thousands of publications locally and nationwide that will publish your information - if you do something that not many business owners know how to do. You must educate your prospect. You must also make it timely and something of interest to the readers of the publication. What you must NOT do, is make it look like a sales letter. Once you have a good story, you can submit it to press release services through out the nation, or submit it directly to the publication.

A press release is just one of dozens of great free ways to get your name out there. I have listed another dozen effective ways to take advantage of free publicity on the Internet and off, within this site.

### **7. You do not create irresistible offers**

Most business owners think that offering a five or ten percent discount to try their product or service is enough to attract customers. What you do not know is that you do not have to lose money to make money. You can create irresistible offers by simply removing the risk to doing business with you, offering a guarantee of any type, and making it easier for them to do business with you. If you are going to give a discount as an enticement, then you should make it a heck of an offer. Offer 15%, 30% or even 50% off. If you know your LTV, you will feel confident offering any type of discount if you choose to do so. There is a specific formula you should follow when making irresistible offers. Once you learn this very simple formula, you will know exactly what to offer, when and why.

You have not created and implemented a systematic referral system.

Everyone knows that referrals or word-of-mouth advertising is the least expensive, yet most powerful way to attract more customers. However, most business owners use the wait-and-see approach to getting referrals. The number one mistake? You do not ask for referrals! You should have a referral system in place so that every time you attract a new customer, you will automatically attract 2 - 3 more. A good referral system will do just that - it will multiply the number of customers you attract by simply asking. We will go over many variations of referral systems, and how to best implement them.

### **8. You do not have an effective tracking system for all your marketing and advertising efforts**

Do you know how many of your existing customers came to you because of your yellow page ad? How about how many came from your newspaper ad, or direct mail piece? It is easy to track responses on the internet, but not as easy in the real world. If you are not tracking, you are throwing away a lot of money. Whether it is Internet Marketing, or traditional marketing, tracking your responses will help you understand which ads are working, and which are not. Which media is working and which does have to go.

Tracking is the first step. You must also have the right tools to do so, and then have to decipher your results and figure out what is working and what is not. Whatever is working you keep. Whatever is not working, you get rid of... it is as simple as that. How do you what is working or not? I will explain it all to you very soon.

### **9. You don't constantly develop yourself and your prospective customers**

How can you educate your prospect without first educating yourself? I do not mean that you should go back to school. What I mean is that you should learn as much about your product or service as possible. Most importantly, you must know how to attract the maximum amount of customers as possible because without customers, your knowledge will be ignored. How can you constantly educate yourself on harnessing the power of maximum customer attraction? You simply enroll as a member of the [HowToAttractCustomers.com](http://HowToAttractCustomers.com) community.

## **10. Years of Marketing Experience**

Hundreds of Marketing Strategies

Dozens of Automation Software

Programs Updated Monthly

Makes up this Community

The best way to attract maximum customers with minimum effort is to follow the lead of someone who has already done it and continues to do it. When you become a member of this community, you will get fresh, new marketing strategies, and software programs that will help you attract as many customers as you can physically handle. You will also get special discounts on services such as web site design, hosting, domain names, brochure design, business card printing, ad design, and much more. You will also get free and discounted software programs to help you automate your business and help market your business easier, faster and more profitably.

### **Answer the following questions**

1. What can you do to sharpen your sales skills?
2. What are things that a business owner should avoid?
3. What can business owner do to overcome their shortcomings in managing?
4. Which of the mistakes do you think the most serious?

## **II. DISCUSSION**

1. Identifying your universe helps you target your market.
2. Good Delivery of your goods enables you gain the greatest customer satisfaction.
3. "The specific market is any who breathes".
4. "Follow other's success" is the gold method.

### III. CASE STUDY

Suppose that you were in charge of the marketing division of a company that produced soft drinks or another convenience product. You now market your product in a large area but want to increase the sales of this product. What are some promotional activities you would consider and why?

### IV. NEW WORDS

<b>Approach</b> (n)	Cách tiếp cận, phương pháp
<b>Automation</b> (n)	Tự động hoá
<b>Confidence</b> (n)	Sự tự tin
<b>Conjure</b> (v)	Làm trò ảo thuật
<b>Convince</b> (v)	Thuyết phục
<b>Cringe</b> (n)	Sự luồn cúi
<b>Donut</b> (n)	Bánh rán
<b>Implement</b> (v)	Thực hiện
<b>Integrity</b> (n)	Tính thống nhất
<b>Irresistible</b> (adj)	Hấp dẫn
<b>Multiply</b> (v)	Nhân lên
<b>Optimize</b> (v)	Tối ưu hoá
<b>Preoccupy</b> (v)	Làm bận tâm, chiếm trước
<b>Proactive</b> (adj)	Chủ động
<b>Prospect</b> (n)	Viễn cảnh
<b>Psyche</b> (n)	Tinh thần
<b>Referral</b> (n)	Quy chiếu

## GLOSSARY

A good citizen	Một công dân tốt
Abundance of tips	Sự phong phú về các mẹo vặt
Acceptable distance	Khoảng cách chấp nhận được
Accomplish	Thành công
Account	Tài khoản, thanh toán, hạch toán
Acquire	Đạt được, giành được
Add	Thêm vào
Additional funds	Kho, nguồn dự trữ bổ sung
Alienate	Làm cho xa lánh ai
Allowance	Sự chop phép
Ambiguity	Sự nhập nhằng, mơ hồ
Ancillary	Phụ thuộc, lệ thuộc
Animated individual	Cá thể đầy sức sống
Application	Sự áp dụng
Appreciated	Cảm kích, đánh giá cao
Arrangements	Sự sắp xếp, sự sắp đặt
Assist	Trợ giúp, hỗ trợ
Attention	Sự chú ý, sự lưu ý
Attract	Thu hút
Authentic selling style	Mẫu, kiểu dáng bán tin cậy
Automation Software	Phần mềm tự động hoá
Avoid culture shock	Tránh cú sốc văn hoá
Banner advertising	Quảng cáo trên mặt báo
Basic	Cơ bản
Be applied to	Được áp dụng vào
Be changed into	Bị đổi thành
Be qualified	Đủ tư cách, khả năng

Be rude	Thô lỗ với
Benchmark	Điểm chuẩn
Billboards	Bảng thông báo, bảng yết thị
Blaze	Màu sắc rực rỡ, sự bột phát
Bonus	Phần thưởng
Boycott	Tẩy chay
Brochure	Sách mỏng quảng cáo về
Budget	Ngân sách
Calm down	Bình tĩnh
Campaign	Chiến dịch
Cash rebate	Việc hạ giá, giảm giá
Charity group	Tổ chức từ thiện
Chorus	Đồng ca, đồng thanh
Clerk	Thư ký
Colleague	Đồng nghiệp
Comfortable	Thoải mái
Commercial fair	Hội chợ thương mại
Commercial transaction	Chuyển giao thương mại
Communicate	Giao tiếp, liên lạc, truyền tin
Compel	Bắt buộc, buộc phải
Competitive edge	Tình trạng lao đao có cạnh tranh
Competitive	Cạnh tranh
Complex = Complicated	Phức tạp
Compliment	Lời khen, lời ca tụng
Comprehensive	Toàn diện, tổng thể
Concentrated	Tập trung
Confuse	Phân vân
Considerable	Đáng kể, to tát, lớn lao
Consistent support	Sự ủng hộ nhất quán, phù hợp
Constructive feedback	Phản hồi mang tính xây dựng

Consultant	Nhà tư vấn, công ty tư vấn
Consumer-oriented times	Nhân theo hướng người tiêu dùng
Contest with	Thi với, cạnh tranh với
Control sales process	Kiểm soát quá trình bán
Convenient time	Thời điểm thuận tiện
Convince	Làm cho tin tưởng, thuyết phục
Cooperative marketing	Tiếp thị phối hợp
Coordinate	Kết hợp, hợp tác
Correctly	Một cách đúng đắn
Coupon	Phiếu mua hàng
Creative technique	Kỹ thuật sáng tạo
Critical role	Vai trò quan trọng
Current	Hiện nay
Customer's perception	Sự am hiểu, sáng suốt của khách hàng
Database	Cơ sở dữ liệu
Deadline	Hạn cuối cùng
Decipher	Giải mã
Decisive element	Yếu tố quyết định
Define	Định rõ, vạch rõ
Defuse	Làm lắng dịu, xoa dịu
Delivery	Sự phân phát
Demonstrate	Chứng minh, chứng tỏ
Design	Thiết kế
Desire	Khao khát, ước ao
Detailed information	Thông tin chi tiết
Detailed	Chi tiết, cụ thể
Different equipment	Thiết bị khác nhau
Discount	Tiền bớt, hạ giá, giảm giá
Discourage	Làm chán nản, làm nản lòng

Discreditable	Làm mất uy tín, nhục nhã
Dissatisfaction	Sự bất mãn, không hài lòng
Distribution	Sự phân phối, sự phân phát
Diverse business	Buôn bán linh tinh, thay đổi
Domain	Phạm vi, lãnh thổ
Effective	Hiệu quả
Effort	Nỗ lực
Effortless	Không cần, cần ít nỗ lực
Eliminate	Li gián
Emotional issue	Vấn đề nhạy cảm
Empathy	Sự thấu hiểu, đồng cảm
Endless benefit	Lợi nhuận không ngừng
Energetic	Nhiệt tình
Enrich	Làm giàu, nâng cao chất lượng
Enroll	Đăng ký
Establishment	Sự thiết lập
Estimate	Ước tính, ước đoán
Evaluate	Đánh giá, định giá
Exceed	Vượt quá, phóng đại
Explanation	Sự giải thích
Extensive	Rộng rãi, sâu rộng
Figure out	Chỉ ra
Finance	Tài chính
Focus on	Tập trung vào
Foresee the needs & wants	Dự đoán nhu cầu và mong muốn
Formal words	Những từ trang trọng
Free sample	Hàng mẫu, miễn phí
Frequently	Thường xuyên

Identified with	Được xác định, xác nhận với
Fruitful use	Việc sử dụng thành công, có kết quả
Gain loyalty	Giành lại, tăng thêm sự chung thành
Giant	Khổng lồ, to lớn
Guarantee	Sự bảo lãnh, bảo hành
Guideline	Nguyên tắc, đường lối chỉ đạo
Harvesting	Thu hoạch
Heck	Cái dang, địa ngục
High-demanding	Yêu cầu cao
Hire	Thuê
Honesty	Tính trung thực, chân thật
Host	Dẫn chương trình, dang cai tổ chức
Humble	Khiêm tốn
Ignore	Phớt lờ, lảng tránh
Imaginable	Có thể hình dung được
Implement marketing strategy	Thực hiện chiến lược tiếp thị
Improve	Cải thiện
Incentive	Khích lệ, khuyến khích
Increasing expense	Phí tổn tăng
Indisputable fact	Sự thật không chối cãi
Individual	Cá nhân
Initial	Ban đầu, trước tiên, trước nhất
Integrity	Tính toàn vẹn, tính liêm chính
Interruption	Sự gián đoạn
Interviewing expert	Chuyên gia phỏng vấn
Invitation	Lời mời
Invitation letter	Thư ngỏ
Involve	Có liên quan đến

Irate customer	Khách hàng nổi giận
Irresistible offer	Sự chào hàng hấp dẫn
Judge	Đánh giá
Jump to conclusion	Kết luận vội vàng
Key element	Yếu tố then chốt
Lengthen	Kéo dài ra
Letterhead	Giấy in sẵn đầu đề
Logical comeback	Sự trở lại, sự trả đũa lô gíc
Long-term service	Dịch vụ lâu dài
Loose temper	Nóng giận
Loyalty	Sự trung thành
Luggage	Hành lý
Manufacture	Sản xuất
Mark down	Sự hạ giá
Marketing plan	Kế hoạch tiếp thị
Maturity	Tính cẩn thận, kỹ càng
Merchandise	Mua bán hàng hóa
Method	Phương pháp
Minimum profit	Lợi nhuận tối thiểu
Misrepresent	Trình bày sai, xuyên tạc
Monetary value	Giá trị tiền tệ
Motivation	Sự thúc đẩy, động cơ thúc đẩy
Multiply	Làm tăng lên nhiều lần
Nationwide	Toàn quốc
Natural voice	Giọng tự nhiên
Negative image	Hình ảnh tiêu cực
New application	Sự áp dụng mới
Niche	Chỗ thích hợp

Non-glossy	Không hào nhoáng
Nullified	Hủy bỏ, làm vô hiệu
Numerous	Vô số, nhiều
Nutrition	Dinh dưỡng
Occur	Xảy ra
Offer	Sự chào hàng
Online marketing	Tiếp thị trên mạng
Pamphlet	Cuốn sách mỏng, nhỏ
Parallel	Song song với
Patience	Tính kiên nhẫn
Pattern	Mẫu hàng
Pave the way for	Tạo điều kiện cho
Penetration	Quá trình thâm nhập
Periodical	Tạp chí xuất bản định kỳ
Personnel	Nhân viên
Persuasion	Sự thuyết phục
Persuasive voice	Giọng thuyết phục
Phonograph	Máy hát, máy quay
Pinpoint	Định nghĩa, định vị chính xác
Popularity	Tính đại chúng, tính phổ biến
Portray	Miêu tả sinh động, đóng vai
Possess	Sở hữu
Potential disaster	Tai họa tiềm ẩn
Power	Năng lực, thế lực
Precede	Theo trước
Preference	Sự ưa thích hơn
Preliminary survey	Khảo sát sơ bộ
Premium	Giải thưởng

Preoccupy	Chiếm trước, ám ảnh
Presentation	Sự giới thiệu, trưng bày
Pressure	Sức ép, sự cấp bách
Prestige	Danh dự
Primarily concentrate on	Tập trung trước hết ở
Principal function	Chức năng chính, trọng yếu
Process	Quá trình
Procrastination	Sự trì hoãn, chần chừ
Product line	Dãy chuyên sản xuất
Prohibit	Ngăn cấm, ngăn chặn
Promotional program	Chương trình khuyến khích
Promotional campaign	Chiến dịch quảng cáo
Prospective outlet	Thị trường tiềm năng
Provide	Cung cấp
Psyche	Linh hồn, tinh thần
Psychology	Tâm lý học
Publicize	Công khai
Purchase	Tậu, mua sắm
Quantity	Khối lượng
Racial	Đặc trưng cho chủng tộc
Range	Dãy, hàng, phạm vi
Reach	Đạt được, đạt tới, tiến tới
Realistic goal	Mục đích, mục tiêu thực tế
Realistic vignette	Tem nhãn thực
Reasonable price	Giá phải chăng
Recommend	Giới thiệu, đề nghị, phó thác
Recover	Giành lại, thu lại
Redo	Làm lại
Rejection	Sự không chấp thuận, vất bỏ đi

Relevant person	Người có liên quan
Repair	Sửa chữa
Reputation	Tiếng tăm
Require	Đòi hỏi, yêu cầu
Resale price	Giá bán lẻ
Resistance	Sự kháng cự, sự chống lại
Responsive method	Phương pháp trả lời dễ dàng
Retailer	Bán lẻ
Retain	Giữ lại, ngăn
Retention	Sự duy trì, sự giữ lại
Rooky	Lính mới, tân binh
Rule	Quy tắc
Sabotage	Phá hoại, làm hỏng
Sale volume	Khối lượng, số lượng bán
Sales candidate	Người xin bán hàng
Sample letter	Thư mời
Satisfaction	Sự thỏa mãn
Say ill of	Nói xấu
Scowl	Sự giận dữ, cau kính
Selection	Sự lựa chọn
Set up a list of	Lập một bảng danh sách về
Shopping habit	Thói quen mua sắm
Signal	Dấu hiệu, tín hiệu
Significant	Có ý nghĩa
Slick pocket folder	Tài liệu bỏ túi viết hay, khéo léo
Slogan/ statement	Khẩu hiệu
Soap	Xà phòng
Solid commitment	Sự tận tụy, tận tâm chắc chắn
Solution	Giải pháp, sự giải quyết
Specialist	Chuyên gia

Specific market	Thị trường riêng biệt
Spur	Thúc đẩy
Stable pattern	Mẫu hàng ổn định
Stereotype	Rập khuôn, công thức
Stimulation	Sự kích thích, sự khuyến khích
Stock	Kho hàng
Strategy	Chiến lược, kế hoạch
Submit	Đề trình, đưa ra
Subsidize	Trợ cấp, bao cấp
Sum	Tổng số
Supermarket	Siêu thị
Supervise	Giám sát, quản lý
Supplement	Bổ sung, phụ thêm vào
Supplementary information	Thông tin bổ sung
Support	Sự ủng hộ, sự hỗ trợ
Survive	Sống sót, tồn tại
Suspicious	Nghi ngờ, hoài nghi
Systematic research	Nghiên cứu mang tính hệ thống
Tailor	Biến đổi, làm cho đáp ứng nhu cầu
Target market	Thị trường mục tiêu
Target	Mục tiêu, mục đích
Teamwork	Làm việc theo nhóm
Technique	Kỹ thuật, kỹ xảo
Telemarketer	Nhà tiếp thị truyền thông
Temporary personnel	Người lao động tạm thời
The flow of good	Lưu lượng hàng hoá
Tight budget	Ngân sách hạn hẹp
Timeless message	Thông điệp vô tận, không cùng
Timeliness	Tính đúng lúc, hợp thời
Tip	Mánh lới, mánh khoé, mẹo vặt

To affect	Ảnh hưởng
To deal with	Đương đầu với
To differ from	Khác với
To promote	Quảng bá, khuyến mãi
To raise revenue	Tăng sản lượng
To recommend	Giới thiệu
To set up	Thành lập
Top priority	Sự ưu tiên, quyền ưu tiên
Track	Dấu vết
Training program	Chương trình đào tạo
Transaction	Sự chuyển giao
Truck	Xe tải
Trustworthy	Đáng tin cậy
Tire company	Công ty lốp xe
Ubiquitous	Có mặt ở khắp nơi
Unbalance	Sự mất cân đối
Unconventional	Độc đáo
Universe	Vũ trụ, vạn vật
Up date	Cập nhật
Utilization	Sự dùng, sự sử dụng, tận dụng
Utilize	Sử dụng, tận dụng
Vacuum cleaner	Máy hút bụi
Variety	Sự đa dạng
Veteran	Cựu chiến binh
Vice versa	Ngược lại
Video-based sales	Việc bán hàng dùng đầu video
Wonder	Bản khoăn, tự hỏi
Word-of-mouth ads	Quảng cáo truyền miệng

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**CHĂM SÓC KHÁCH HÀNG**  
**CUSTOMERS' SERVICES**

**NHÀ XUẤT BẢN HÀ NỘI - 2006**

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ĐỨC HÙNG - BẠCH THỊ LÊ

## BỘ GIÁO TRÌNH XUẤT BẢN NĂM 2006 KHỐI TRƯỜNG TRUNG HỌC THƯƠNG MẠI - DU LỊCH

1. LUẬT THƯƠNG MẠI QUỐC TẾ
2. LUẬT THƯƠNG MẠI
3. QUỐC TẾ VỮ
4. LỊCH SỬ VĂN HÓA VIỆT NAM
5. TIẾNG VIỆT THỰC HÀNH
6. NGHIỆP VỤ VĂN THƯ CƠ BẢN
7. NGHIỆP VỤ LƯU TRỮ CƠ BẢN
8. THÔNG TIN THƯ VIỆN
9. NGHIỆP VỤ THANH TOÁN (CHUYÊN NGÀNH LỄ TÂN)
10. QUAN HỆ KINH TẾ QUỐC TẾ
11. KINH TẾ NGOẠI THƯƠNG
12. THANH TOÁN QUỐC TẾ
13. VẬN TẢI VÀ GIAO NHẬN HÀNG HÓA XUẤT NHẬP KHẨU
14. KẾ TOÁN KINH DOANH DU LỊCH - KHÁCH SẠN
15. NGHIỆP VỤ THƯ KÝ VĂN PHÒNG THƯƠNG MẠI
16. MARKETING THƯƠNG MẠI
17. BẢO HIỂM TRONG NGOẠI THƯƠNG
18. TIẾP THỊ KINH DOANH
19. LÝ THUYẾT KỸ THUẬT PHỤC VỤ BAR
20. HẠCH TOÁN ĐỊNH MỨC
21. MARKETING QUỐC TẾ
22. MARKETING DU LỊCH
23. GIAO TIẾP TRONG KINH DOANH DU LỊCH
24. KẾ TOÁN XUẤT NHẬP KHẨU
25. XÁC SUẤT THỐNG KÊ
26. INTERNET - WEB TRONG DOANH NGHIỆP THƯƠNG MẠI
27. THƯƠNG MẠI ĐIỆN TỬ
28. TIẾNG ANH CHUYÊN NGÀNH KINH DOANH
29. TIẾNG ANH THƯ TÍN THƯƠNG MẠI
30. TIẾNG ANH CHĂM SÓC KHÁCH HÀNG
31. THỰC HÀNH TIẾNG ANH CHUYÊN NGÀNH ANH VĂN THƯƠNG MẠI (ELEMENTARY)
32. THỰC HÀNH TIẾNG ANH CHUYÊN NGÀNH ANH VĂN THƯƠNG MẠI (PRE-INTERMEDIATE)
33. THỰC HÀNH TIẾNG ANH CHUYÊN NGÀNH ANH VĂN THƯƠNG MẠI (INTERMEDIATE)
34. TIẾNG ANH CHUYÊN NGÀNH XNK
35. DINH DƯỠNG VÀ VỆ SINH AN TOÀN THỰC PHẨM
36. TỔ CHỨC LAO ĐỘNG KỸ THUẬT NHÀ BẾP
37. THỰC HÀNH KỸ THUẬT CHẾ BIẾN MÓN ĂN
38. BẢO VỆ MÔI TRƯỜNG VỆ SINH AN TOÀN
39. VĂN HÓA ẨM THỰC
40. PHƯƠNG PHÁP XÂY DỰNG THỰC ĐƠN
41. VĂN HÓA DU LỊCH
42. HƯỚNG DẪN DU LỊCH
43. NGHIỆP VỤ KINH DOANH LỮ HÀNH
44. LỄ TÂN NGOẠI GIAO
45. TỔ CHỨC KINH DOANH NHÀ HÀNG
46. ĐỊA LÝ DU LỊCH
47. THỰC HÀNH NGHIỆP VỤ LỄ TÂN
48. THỰC HÀNH NGHIỆP VỤ BAR
49. TIẾNG ANH DU LỊCH
50. TIẾNG ANH NGHIỆP VỤ KINH DOANH THƯƠNG MẠI.
51. TIẾNG ANH NGHIỆP VỤ KINH DOANH KHÁCH SẠN
52. KẾ TOÁN THƯƠNG MẠI - DỊCH VỤ
53. THUẾ VÀ HỆ THỐNG THUẾ VIỆT NAM
54. LÝ THUYẾT KỸ THUẬT CHẾ BIẾN SẢN PHẨM ĂN UỐNG
55. TIẾNG ANH CHUYÊN NGÀNH THƯ KÝ VĂN PHÒNG
56. TIẾNG ANH CHUYÊN NGÀNH TIN HỌC
57. LÝ THUYẾT KỸ THUẬT PHỤC VỤ BÀN
58. NGỮ ÂM TIẾNG ANH CHUYÊN NGÀNH
59. TỪ VỰNG TIẾNG ANH THƯƠNG MẠI

GT Tiếng Anh chăm sóc khách



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