

专业英语阅读教材系列

ADVERTISING AND THE PROMOTION INDUSTRY

广告宣传英语

Maggie-Jo St John 编写

刘宁 译注



清华大学出版社 · PRENTICE HALL

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内 容 提 要

本书是一本关于广告宣传专业的英语阅读教程。全书分8个单元,26篇课文。内容涉及广告宣传史、降价营销、公关、人员销售、广告、媒体等许多方面。每课都配有内容丰富,形式多样的练习。各课还配有课文的汉语译文,练习答案及生词表。专为本书配制的课文朗读原声磁带,由母语为英语的人员朗读,读音清晰、准确。该录音带是读者更深层次理解课文和跟读的必不可少的好帮手。

本书适合大、专院校该专业的本科生或专科生作为英语课的教材,其它专业的学生或对广告宣传感兴趣的读者也可作为提高英语水平及了解广告和宣传知识的读物。

Maggie-Jo St John: Advertising and the Promotion Industry

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序

第二届全国大学外语指导委员会自 1996 年 12 月成立以来,就将大学外语教学“四年不断线”(专业外语阅读)列为本届指导委员会工作的重点之一,专家们一致认为大学外语“四年不断线”是促进大学外语再上新台阶的一个重要突破口。

早在 1985 年颁布的《大学英语教学大纲(高等学校理工科用)》中就明确规定专业阅读是大学英语教学的一个重要组成部分;正在修订的《全国大学英语教学大纲》征求意见稿将原有的“专业阅读”扩展为“专业英语”,并再次强调“学生在完成基础阶段的学习任务,达到四级或六级后,都必须修读专业英语,以便从学习阶段过渡到应用阶段”;“专业英语为必修课……”。然而,长期以来,由于师资缺乏、教材短缺、加之各校追求四、六级统考的及格率等因素,专业阅读阶段的教学并没有得到应有的重视。

近年来,社会对大学生外语能力的要求越来越高,用人单位不仅要求毕业生具有日常的交际能力,还提出要有较强的专业技术方面的交际能力。愈来愈多的院校为适应这一形势相继开出了专业英语课,许多院校还总结出一些相当有益的经验。为此,全国大学英语教学指导委员会于 1997 年 11 月在华东石油大学召开了大学英语专业阅读阶段教学经验交流会,旨在推广和交流专业英语教学的经验。十多位来自不同院校的与会代表普遍认为:教学大纲和师资固然重要,但教材的编写、教材的选择也不容忽视。目前理想的教材尚不多见:原版教材和正式出版教材寥寥无几,多数院校使用非正式出版的材料和一些零散资料,不仅其系统性、科学性和趣味性无从评估;练习也是由任课教师自己单独编写,形式单调,内容乏味,并难免有粗糙之处。

《专业英语阅读教材系列》是由美国 Prentice Hall 出版公司出版发行的一套高水准的专业英语系列教材。全套教材包括西方会计、广告、国际金融、工程、计算机、商务、保险、市场营销、医学、农业等若干科目。课文全部选自各个领域在国际上非常有影响的报刊、杂志及教科书。广泛的题材、翔实的内容、迥然不同的风格一改传统科技英语的枯燥、乏味,能够大大提高学生学习英语的兴趣;规范的语言、生动的文字、丰富多样的练习不仅能帮助学生巩固原有的语言知识,而且还在学生学习掌握专业术语、专业表达方法的同时传授专业领域的知识,从而提高学生用英语获取专业知识和用英语从事科学技术交流的能力。

可喜的是,清华大学出版社购买了这套教材的版权,并组织较强的编译班子为这套教材配备了必要的注释和翻译,既保留了原书的特点,又使之更加适合中国的学生。值得一提的是,这套系列教材还配有录音带,能够帮助学生进行听说训练,改变科技英语以译为主的教学模式,为采用科技英语兼顾听、说、读、写、译,适当增加翻译和写作比例的新教学模式创造了条件。

此套系列教材不仅可用于专业英语的课堂教学,而且可用于学生自学。我们期待这套教材早日面世,为大学英语再上新台阶作出贡献。

清华大学外语系 吕中舌

1998.8 于清华园

译者前言

随着我国的经济体制由计划经济转入市场经济,广告宣传在经济活动中所占据的位置也越来越重要的。商品生产者和经营者要想在市场经济的浪潮中站稳脚跟,就必须具有一定的广告知识和市场营销知识。

本书是一本有关广告和市场营销的基础教程,所选文章出处不同、风格各异,但其内容几乎覆盖了广告和市场营销的所有基本环节。从市场营销这一概念的基本含义开始,对营销组合、人员销售、公关、广告、媒介等均作了较为深入的论述。由于原文多居经典之作,语言凝练,行文流畅而又表达规范,所以非常适合具体有一定英语基础而从事市场营销工作的读者使用。

在本书的翻译过程中,我们参阅了有关市场营销学的一些著作(包括译著),力求译文能准确、完整、流畅地表达出原文的内容。选自营销学教程,介绍营销学概念的文章都全文译出,少数选自报刊的实例文章来译。

本书每课课文后都配有练习,包括文章内容理解,文章结构和词汇练习等。为了便于读者使用,每课课文后都附有注释,本书的最后部分还附有练习答案和总词汇表。本书既适合做为专业英语阅读教程供课堂使用,也适合于读者自学。

由于译者水平有限,译文难免有疏漏,不妥之处,敬请读者批评指正。

译注者

1998年8月

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Unit 1 Promotion through history

This unit introduces you to the main components of promotion and looks at examples of early promotion dating back several thousand years.

Text 1.1 The promotion mix

Pre-reading

- What types of promotion activity are you familiar with?
- How often are you aware of promotion activities?
- What do you think were the very early forms of promotion?

Skim and scan

- (a) What is similar about the marketing mix and the promotion mix?
- (b) What abbreviation is used here for public relations?
- (c) What process does the author suggest has five stages to it?

The Promotion Mix

- 1 Promotion is one of the four key components of any marketing strategy, the other three being product, place and price. Promotion itself is also considered to be comprised of four elements: advertising, personal selling, sales promotion and public relations.
- 2 Industries and organisations vary greatly with respect to the relative importance they place on the different elements in the promotion mix. For instance, in the cosmetics world Avon Products Inc. emphasises personal selling while Revlon Inc. emphasises advertising. 5
- 3 In deciding whether to buy or make regular use of a product, a prospective buyer moves through five stages: awareness, interest, evaluation, trial and adoption. Promotion seeks to move prospective buyers through this process by informing, reminding and persuading customers about an organisation and its products. 10
- 4 It is important to keep in mind that the elements in the promotion mix must be coordinated and linked together in such a way that they will complement and reinforce each other's impact on a potential customer. Each of the elements can play a particular role in achieving the promotion objectives. For example, advertising may be the best way to create awareness of a new product, while sales promotions such as free samples may be effective 15

	in encouraging trial of the product. Answering prospective buyers' queries, however, requires personal selling. The relative importance of the promotion mix elements can vary over time and certain forms of advertising or sales promotion may come in and out of vogue.	20
	The following is a brief overview of each element in the promotion mix.	
	Advertising	25
5	Any paid form of nonpersonal communication through the mass media about a product by an identified sponsor is advertising . The mass media used include magazines, direct mail, radio, television, billboards, and newspapers. Sponsors may be a nonprofit organization, a political candidate, a company, or an individual. Advertising differs from news and publicity in that an identified sponsor pays for placing the message in the media. Advertising is used when sponsors want to communicate with a number of people who cannot be reached economically and effectively through personal means.	30
	Personal selling	
6	Personal, face-to-face contact between a seller's representative and those people with whom the seller wants to communicate is personal selling . Nonprofit organizations, political candidates, companies, and individuals use personal selling to communicate with their publics.	35
	Sales promotion	
7	Sales promotion communicates with targeted receivers in a way that is not feasible by using other elements of the promotion mix. It involves any activity that offers an incentive to induce a desired response by salespersons, intermediaries, and/or final customers. Sales promotion activities add value to the product because the incentives ordinarily do not accompany the product. For example, consumer contests add value for consumers while sales contests add value for salespersons.	40 45
8	Most incentives, like consumer contests and sales contests, are short-term in nature. But some incentives are part of a long-term effort to inform target customers at the point of purchase. Sales promotion may be a firm's primary promotional effort or it may supplement and complement personal selling, advertising, and public relations.	50
	Public relations	
9	Modern organizations are also concerned about the effects of their actions on people outside their target markets. These people may have little contact with the organization but feel it affects their welfare in some way. Unless the organization understands their concerns and communicates its goals and interests, they may misinterpret, distort, or be openly hostile to the organization's actions. Communication to correct erroneous impressions, maintain the goodwill of the organization's many publics, and explain the organization's goals and purposes is called public relations (PR) .	55 60

- 10 Unlike the other promotion mix elements, public relations is concerned primarily with people outside the target market, although it may include them. Government agencies, communities in which plants are located, consumerists, environmentalists, stockholders, and college professors are some of the groups reached by an organization's public relations efforts. 65
- 11 Figure 3 classifies the promotion mix elements as personal promotion, nonpersonal promotion, or a mixture of personal and nonpersonal promotion. Personal selling is always personal, while advertising is always nonpersonal.
- 12 Public relations and sales promotion, however, can be either. An example of a personal type of public relations is the company spokesperson who announces the company's decision to expand its plant at a local Chamber of Commerce luncheon. On the other hand, publicity is nonpersonal public relations. Coupons are an example of nonpersonal sales promotion. Store demonstrations are an example of personal sales promotion. The manufacturer arranges with retailers a special in-store demonstration of its products and supplies the representatives who conduct the demonstrations. 70 75

'Marketing' 2nd edition Schoell & Guiltinan (Allyn & Bacon), adapted by St John

Comprehension

1. Label the segments in figures 1 and 2.

The marketing mix

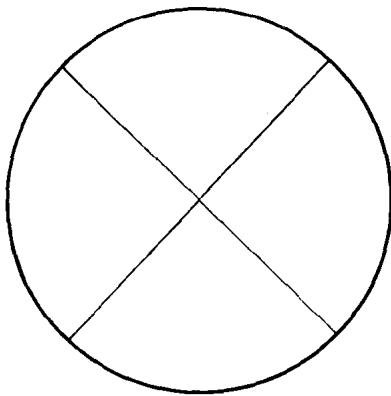


Figure 1

The promotion mix

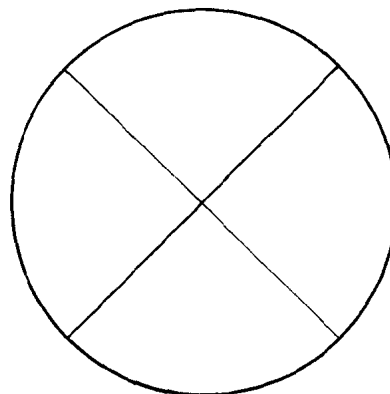


Figure 2

2. Complete figure 3 by writing between one and four words on each line.

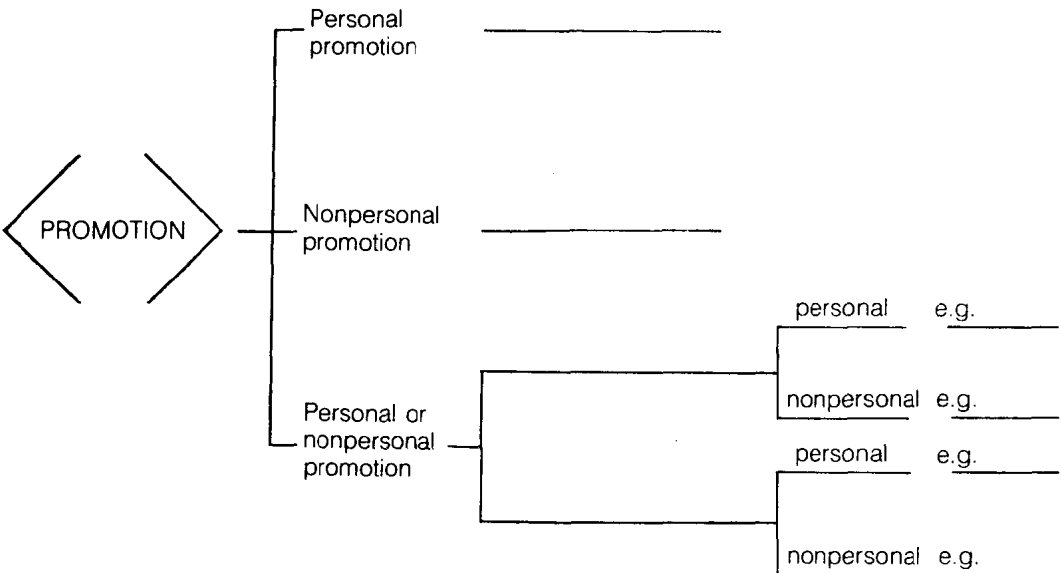


Figure 3

3. Figure 4 represents the process a prospective buyer moves through. Complete the figure by inserting one of the following words in each box: knowledge, use, persuading, testing, judging, interest, tasting.

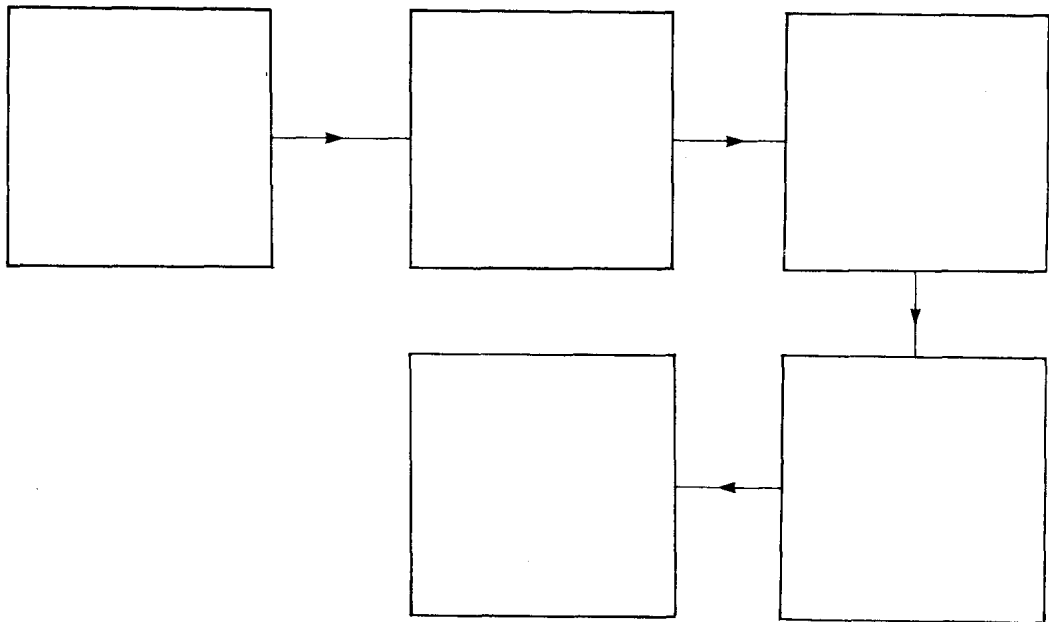


Figure 4

Advertising and the promotion industry

4. State one way in which:
 - (a) advertising is different from public relations
 - (b) advertising is similar to public relations
 - (c) public relations is different from the other promotion elements
5. Which element of the promotion mix would you highlight in each of the following situations?
 - (a) To stimulate and motivate consumers to try a product.
 - (b) To provide widespread knowledge of a new product.
 - (c) To provide very specific information about a product.

Text organisation

6. (a) Underline the sentences which provide definitions of the four components of the promotion mix.
(b) Rewrite each one in standard form, e.g. Advertising is . . .
7. As well as the definition each sub-section provides examples. Which of the following are exemplified in this part of the text (lines 25–65)?
 - (a) buyers of advertising
 - (b) readers of advertising
 - (c) locations for advertising
 - (d) items promoted through personal selling
 - (e) types of sales promotion
 - (f) organisations using PR
 - (g) those PR is aimed at.
8. (a) Underline all the examples given in the text of the mass media.
(b) Classify them into 'visual only' and 'visual plus sound'.
(c) Which media form does this classification omit?
(d) Can you add any other examples to your lists?

Vocabulary

9. State what each of the following refers to:
 - (a) line 54 these
 - (b) line 55 it
 - (c) line 57 they
10. What is an incentive? (line 42)
11. Each of the following words has more than one meaning. Look at the dictionary entries and select the meaning of the word as it is used in this text.
 - (a) complement line 50
 - (b) supplement line 50

complement / kɒmplə'mənt /, **complements**, **complementing**, **complemented**. 1 If one person or thing **complements** another, 1.1 they add desirable qualities to each other or help to reduce the weaknesses in each other, so that the combination is more effective than they are separately. EG *Current advances in hardware development nicely complement British software skills ... Tribal medicine and Western medicine can complement each other very successfully ... We complemented one another.* ► used as a noun. EG *She was a perfect contrast and complement to Sally ... The exercises are an ideal complement to my usual rehearsal methods.* 1.2 they emphasize the good qualities that the other thing has. EG *The tanned, slim young men perfectly complemented the long-legged girls ... Crisp pastry complements the juicy fruit of an apple pie.*

V + O
↑ enhance

► N COUNT : IF +
PREP THEN *to*

V + O
= set off

2 A **complement** is a group of people who work together, for example the officers and crew of a ship. EG *44 of the original complement of 150 were dead ... Over the next few years the staff complement changed.*

N COUNT : ALSO
N + *of* + N IN
PL

3 The **full complement** of a group, set or amount is every item or person that it normally includes or can include, without anything or anyone being missing. EG *... a full complement of one thousand passengers and crew ... He lacks a full complement of teeth.*

PHR : IF + PREP
THEN *of*
↑ whole
= full quota

4 In grammar, a **complement** is an adjectival group or noun group that comes after a verb such as *be* and which adds information about the subject or object of the verb. In this dictionary, when a complement is mentioned in the grammar notes beside an entry, it is described as c. See □ at c, v + c, and v + o + c.

N COUNT

supplement / sʌplɪmənt /, **supplements**, **supplementing**, **supplemented**. 1 A **supplement** is something that is added to something else, usually in order to make it more adequate. EG *The money they get from fruit-picking is often a supplement to incomes earned in the town ... They will sometimes eat fish as a supplement to their natural diet ... vitamin supplements.*

N COUNT : IF +
PREP THEN *to*
↑ addition

2 If you **supplement** something, you add something to it, usually in order to make it more adequate. EG *They had to get a job to supplement the family income ... I supplemented my diet with vitamin pills.*

V + O : IF +
PREP THEN *with/by*

3 A **supplement** is also 3.1 an extra amount of money that you pay in order to obtain special facilities or services, for example when you are travelling or staying at a hotel. EG *Passengers holding second class tickets may travel in first class accommodation for a £1 supplement ... a single room*

N COUNT
↑ payment

Advertising and the promotion industry

supplement. 3.2 an amount of money that the government gives regularly to certain people who have difficulty affording things that they and their families need. EG ... *Family Income Supplement*.

N COUNT : MOD
+ N
allowance

4 A magazine or newspaper **supplement** is a separate part of a magazine or newspaper. Some supplements deal with particular subjects. EG ... *the Times Literary Supplement*.

N COUNT
publication

• See also **colour supplement**.

5 A **supplement** to a book is an additional section, written some time after the main text and published either at the end of the book or as a separate volume. EG ... *A Supplement to the Oxford English Dictionary*.

N COUNT
addition

12. (a) In the section on public relations, find four words or expressions which have a negative aspect to their meaning.
(b) Why do we find this negative meaning in this section?
(c) Do you expect it in any other section?
(d) Where, if at all, do you find it?

Text 1.2 Advertising in bygone days

Skim and scan

- (a) How did the earliest advertising take place?
(b) What did a goat signify?
(c) Who invented paper?
(d) Why is William Caxton famous?

Advertising in Bygone Days

Ancient advertising

- 1 Just when advertising began depends on how one wishes to define the term. In this *History of Advertising*, published in 1875, Henry Sampson says of the beginnings of advertising:

- 2 ... There is little doubt that the desire among tradesmen and merchants to make good their wares has had an existence almost as long as the customs of buying and selling, and it is but natural to suppose that advertisements in some shape or form have existed not only from time immemorial, but almost for all time. 5

- 3 Because oral skills developed before reading and writing did, it is only natural that the earliest advertising medium was the spoken word. There is evidence that criers and hawkers were shouting their wares as far back as the days of the early Greeks, Romans, and Phoenicians. This primitive advertising, refined over the centuries, has carried down to the present day. Although hawkers do not often roam the streets with their cries, they have entered the home to make their pleas on radio and television. 10 15

4 Before long, competition and the need for identification necessitated signs. Signs used for identifying shops, with such appropriate illustrations as a goat (for a dairy) or a mule driving a mill (for a baker), were unearthed in the ruins of Pompeii. (At the door of a schoolmaster there was a sign depicting a boy receiving a whipping!) There is also evidence of announcements painted on walls during this period. These included notices for theatrical performances, sports and gladiatorial exhibitions, advertisements of houses for rent, and appeals to tourists to visit the local taverns. Perhaps the first written advertisement, however, was this three-thousand-year-old one inscribed on papyrus and found by an archaeologist in the ruins of Thebes:

5 The man-slave, Shem, having run away from his good master, Hapu the Weaver, all good citizens of Thebes are enjoined to help return him. He is Hittite, 5'2" tall, of ruddy complexion and brown eyes. For news of his whereabouts, half a gold coin is offered. And for his return to the shop of Hapu the Weaver, where the best cloth is woven to your desires, a whole gold coin is offered.

6 There is no doubt that advertising flourished in this period, but with the fall of the Roman Empire and the onset of the Dark Ages, advertising temporarily declined in importance to Western civilization.

Early English advertising

7 Perhaps the oldest relic of advertising among English-speaking people is family names referring to the various specialized crafts. The earliest of these designations was Smith. Names like Miller, Weaver, Wright, Tailor and Carpenter were the earliest means of product identification — the forerunner of the brand name so essential to modern advertising.

8 **Beginning of printed advertisements** One of the most significant events in the development of advertising was the invention of a system of casting movable type by the German, Johann Gutenberg, in 1438. Paper had been invented more than a thousand years earlier by the Chinese and was introduced to Europe by the Turks in the twelfth century. Now all the necessary components were available for mass printing. At the same time, literacy was increasing. William Caxton, an early English printer, made advertising history in 1478 when he printed a handbill now regarded as the first known *printed* English advertisement. It advertised a book he had printed, the *Salisbury Pye*, rules for the clergy at Easter. The advertisement read:

9 If it please any man spirituel or temporel to bye any pyes of two and thre comemoracios of Salisbury use enpryntid after the forme of this present lettre whiche ben wel and truly correct, late hym come to Westmonester in to the almonestrye at the reed pale and he shal have them good chepe.
Supplico stet cedula

10 The Latin phrase at the end translates, 'Let this notice stand.'

'Advertising' 4th edition, Mandell (Prentice Hall)

Comprehension

1. What does the author suggest are the modern day equivalents of hawkers?
2. Tick the best answer:
 - (a) How long did Henry Sampson consider advertising had been in existence:
 - (i) since 1875
 - (ii) since the Greeks and Romans
 - (iii) always
 - (b) The Chinese produced paper around
 - (i) AD 400
 - (ii) AD 1000
 - (iii) AD 1038
 - (c) Paper reached England around
 - (i) AD 1100
 - (ii) AD 1200
 - (iii) AD 1300
 - (d) The first mass printing took place in
 - (i) the fourteenth century
 - (ii) the fifteenth century
 - (iii) the nineteenth century
3.
 - (a) Why did spoken advertisements precede written ones?
 - (b) What was needed before mass printing of advertisements could take place?
 - (c) Who was responsible for inventing these?

Vocabulary

4. Can you match the following English family names with the raw materials and final products they represented originally?

<u>Name</u>	<u>Raw material</u>	<u>Final product</u>
Smith	wool	wheels
Miller	wood	suits
Wright	cotton	flour
Tailor	metal	horseshoes
Carpenter	wheat	furniture

5. Which of the following also mean 'family name': first name, last name, Christian name, surname, nickname.
6. What do the following refer to:
 - (a) line 2 the term
 - (b) line 12 this primitive advertising
 - (c) line 36/37 these designations

Text 1.3 Promoting services

Pre-reading

- What are services? What examples can you give?
What differences are there between goods and services?

Skim and scan

- (a) What is special about promoting services?
(b) Which aspect of promoting services is not discussed in this extract?
(c) What is a difficult aspect of quality control with services?

Promoting Services

- 1 As intangible-dominant products, services are not easily advertised. The intangible is difficult to depict in advertising, whether the medium is print, television, or radio. Service advertising should thus emphasize tangible cues that will help consumers understand and evaluate the service. The cues may be the physical facilities in which the service is performed or some relevant tangible object that symbolizes the service itself.¹ For example, restaurants may stress their physical facilities — clean, elegant, casual, and so on — to provide cues as to the quality or nature of the service. Insurance firms such as Allstate and Travelers employ objects as symbols to help consumers understand their service. Out-stretched hands ('You're in good hands with Allstate'), symbolize security, while the 'Travelers Umbrella' suggests the protection provided by Travelers' insurance plans. Citibank, as illustrated in Figure 6 parallels the freshness of strawberries with the timeliness and fullness of its financial information and services. 5
- 2 Customer contact personnel are an important secondary audience for service advertising. We have seen that variability in service quality which arises from the labor-intensive nature of many services, is a problem for service marketers. We have also seen that customers often associate the service with the service provider. Advertising can have a positive effect on customer contact personnel. It can shape employees' perceptions of the company, their job, and how management expects them to perform, and it can be a tool for motivating, educating and communicating with employees.² 10 15 20
- 3 Personal selling is potentially powerful in services since this form of promotion allows consumers and salespeople to interact. When consumers enter into a service transaction, they must, as a general rule, interact with service firm employees. Customer contact personnel can be trained to use this opportunity to reduce customer uncertainty, give reassurance, reduce dissonance, and promote the reputation of the organization.³ Once again, this emphasizes the importance of properly managing contact personnel. 25
- 4 Although consumer service firms have the opportunity to interact with actual customers and those potential customers who contact them, they have little opportunity to go out into the field and solicit business from all potential 30