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MARKETING OF THE CONSULTING SERVICES

The contemporary marketing as the special approach to the management of organization obtained wide distribution in many countries with developing market economy and as a result richness of consumer's market is consumer - oriented while for unsaturated markets it was directed forward product.

The principles and methods formed of marketing activity are no longer did not adapted to the commercial and industrial organizations. Marketing in the sphere of services is very specific as this service doesn't exist before assignment, therefore before the starting of it rendering one should specify the ways assignment and the quality criterions. During the concluding the agreement on onerous service rendering one should price just expecting interests so that services own the degree of uncertainty, which put the client in disadvantageous position and has difficulty in its advancement to the market for a salesman.

At the same time, the sphere of services is one of the most profitable and aggressive sectors of economy. One can retrace the greatest necessity in banking, educational, juridical and consulting services [1].

The necessity in consulting services is appear because of incompetence, for example in designing, auditing and other questions, because of unwillingness to study the necessary for business development sphere of activity, because of impossibility of preparation or retraining of its personnel, through the shortage of finances, workers, working time.

The consulting services, as well as other, have four characteristics distinguish it from commodities: impalpability and non-material character, indissolubility of production and consumption; heterogeneity or changeability of quality; inability to storing.

The impalpability of consulting services is expressed not only in difficulty for the customer to elaborate and estimate what will be the result service acquisition, but also sophisticated the managerial activity of a salesman. The enterprises which render it two problems are emerging: it is difficult to show its goods to clients, and

far more difficult to explain to clients for what they pay money.

The enterprise can only to describe the advantages which emerge in the result of service given, and to present the material about the previous work of organization. And though the key words in marketing of the consulting services is “benefit”, “profit from the service receipt”, sometimes under the irreproachable work quality of the consulting group one receive the reverse effect.

The work of organization in the sphere of consulting shows that in the service’s sale one needs more personal participation, attention, contacts and reception information from consumers, than its necessary from the other services implementation. Therefore major competitive advantage of such enterprise is high professional level of knowledge and skills of its collaborators. In order to remain and develop in desirable market niche the consulting organization should constantly follow the extent of client’s satisfaction with a help of the system of complaints and propositions, and also client’s interrogation for the unsatisfactory service’ revelation and correction the situation.

While consulting service rendering one shouldn’t forget about customers themselves and his uniqueness. This peculiarity of consulting service in particular is explained the high degree of its individualization in accordance with customer’s demands and do impossible the involvement of its production.

The inability of services to deposit, and this distinguishing feature spreads and for consulting services. Besides that it can’t be reserved for the following trade and assignment, it is impossible to make identical for different consumers as the consulting in many cases is realizes in new spheres of client’s activity and, consequently, is individual. Inability of consulting services to deposit requires the strategy development, which provides the correspondence of demand and proposition on services.

There exists different ways of guaranteeing of demand and proposition: the implementation the system of preliminary orders; the increase in service rate; for the service of supplementary client’s group its recommended to train the personnel in functions combination, as well as to hire, if it is possible, temporary collaborators during the period of demand peak.

Though low efficiency might be conditioned by lack of demand from the customer’s side, not by bad employees’ work, the effectively of collaborators’

work can be analyzed and characterized by degree of efficiency of service rendered to a client and his response.

The distinctive features of consulting services mentioned are characterize the peculiarities of management of operations in the sphere of services given and define the specific of management and application the marketing tools to it.

References:

1. Makhem K. management consulting. – M.: business and service, 1999. – 235 p.