

**Dmitrieva E.
L. L. Palekhova, research supervisor
National Mining University**

THE ROLE OF PERSONAL SALES PROMOTION IN THE MARKET DRY MIXES

Dry building mixes are building-finishing materials which are applied in the course of building or repair. Leveling mixes concern them for a floor, walls and ceilings, glutinous, repair, assembly, other.

Promotion of dry mixes, as well as other goods in the industrial market, is a set of actions for the establishment and maintenance of permanent links between producers and markets. The main tasks of a given element of marketing is the encouragement of the sale of goods and establish a positive image. Promotion of goods is carried out by various methods, including informing, persuading and reminding about the activities of the manufacturer.

For formation of a complex of actions for goods promotion on the market it is necessary to conduct preliminary researches, namely to analyse the basic consumers the goods and to find out criteria which are solving for consumers at its choice.

Our research has shown that the basic consumer of dry building mixes are the specialized building organizations. On them it is necessary more than 75 % of consumption of these materials. Among major factors which define a choice of certain building mixes, the price, technical characteristics and ecological safety of a material is. Research has shown also that the considerable factor of a choice of a certain kind of a building mix is the reputation of the enterprise-manufacturer and the country - the manufacturer.

It is necessary to notice that goods promotion in the industrial market occurs much more difficult, than in the consumer market, it is very difficult to convince the potential buyer – the professional builder to buy a product unfamiliar to it. Studying of methods of advancement of the goods in the market of building materials has shown that the advertising role in this market decreases and carries out auxiliary function, and the role of personal sellings essentially grows. Even the most emotional and creative advertising can't replace other methods of advancement.

In promotion of dry mixes basic meaning is a direct demonstration of the real advantages of the goods to a potential customer, who must make sure that shown by the kind of stuff is better and more profitable to the other analogues.