

CHAPTER 9

CUSTOMER RELATIONS AND MARKETING

1) **Difficult customers**

- ❑ Angry, unrealistic, or rambling customers

How to deal with difficult customers:

- ❑ Be patient; control your emotions. Remember 'customers always right!'
- ❑ Identify what is the 'main problem' and try to solve it
- ❑ Handle it with courtesy and manner
- ❑ If need assistance, refer it to your immediate superior
- ❑ Willing to apologise on behalf of the company
- ❑ Good communication skills; able to build rapport with clients

2) **Ethics in marketing and sales:**

a) Responsibility of the marketer

- ❑ Marketers must accept responsibility and the consequences of their activities.
- ❑ Ensure that their decisions and actions satisfy and serve the customers and public

b) Honesty and fairness

- ❑ Uphold the integrity, honour and dignity of the marketing profession

c) Rights and duties in the marketing process

- ❑ Ensure the products and services are safe and fit for intended uses

d) Avoid conflict of interest

- ❑ Different needs between the different groups. Company will try to use advertisement to market their product, while customers will seek information from the advertisements.



3) Advertising

- To provide consumers with information about the products
- Advertising is intended to induce potential buyers to buy the seller's products

Moral responsibility in advertising:

a) Truthfulness in advertising

- Provide the customers with the correct information
- Avoid the use of exaggerating words and persuasive advertisements

b) The dignity of the human person

- Ensure it is not harmful to certain group. Example: children, baby
- Avoid women discrimination and appearance of women as sex appeal

c) Advertising and social responsibility

- Ensure the effects of the advertisement to the publics
- Advertisement can misrepresent the nature of the product by using misleading word.

E.g. the word 'guarantee' where nothing is guaranteed.

