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PERSUASIVE COMMUNICATION SKILLS IN MARKETING

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ABOUT ARTICLE

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Abstract: Being communicative is one of the most crucial skills for persuading customers to purchase the company or branded products which marketers should have. Because this helps to prevent the possible misunderstandings between salesperson and clients. Accordingly, if entrepreneurs have a strong knowledge and high degree in their field and do not possess excellent communication skills, it means that their all effort which they are putting to their businesses can be vainly.

INTRODUCTION

This article tells the reader about how to communicate for market and significance of communication skill in Marketing. Persuasive Communication skill in Marketing which play a big role as well as knowing the market. There are some tips exist, actually for using better communication skills in marketing. Including, active listening, eye contact, communicating clearly, keeping communication short, body language and staying positively curious about conversation. If business owners have communication skills, this is so useful for building rapport and trust. Who is professional in sales, knows that is significant to build a trust between the clients. In the same way, the entrepreneur should know the customers, such as their demands, needs and initial curiosity as well as they want to do a market.

Mostly, people tend to purchase the product of someone who is trustworthy, honor and friendly. At the end of a day they do not want to be overestimated. Choosing the right persuasion technique is one significant factor for marketers. Always, global and popular companies choose the most skillful staffs and who have oratory abilities for marketer profession. "Focusing on employee growth could be the

best way to improve the customers” said by Milton Campbell October 13, 2024. This is related to the high prospects of a company for achieving success in marketing of their brand’s.

There are some tips for marketing persuasion, it depends on the context, target and people’s attitude. For getting the audience’s trust social proof and consistency of the product or service more attract people. Likewise, communication skills of the marketers tell how the company interact with customers.

Communication is the best tool to understand the customer and also for customer it is practical choosing the most flexible products for themselves. For instance, if the topic is clothed every person wants a compliment and well spoken words of their outfit and sometimes it really depends on the attitude, recommendation, smile and conversation of the counselor of a brand or company.

Persuasive communication skills could be an example for competing between companies and marketplaces. The improved communication skills can help the company to achieve a success in sales and marketing. Here is some example of communicating successfully:

1. Storytelling. Storytelling is also one key for achieving good communication between clients. Due to, it boosts confidence of customers to the marketer and makes the salesperson’s sentences relatable and memorable.

2. Active Listening. Actually, persuasion is more dialogue than a monologue. Because, while the salesperson is speaking to the client they have to listen to the customers as well as they do, to take feedbacks and comments. This helps to show the respect and value that entrepreneur put into audience.

3. Communicating clearly. In the duration of a conversation, speaking accurately with intonation and telling the words with a clear tone attract people. Customers just cannot cut the speaker’s conversation and find themselves in a situation as the information is significant for them. It gives more opportunity for advertising and selling the product.

4. Appeal to logic. If marketers depended less on emotions and more on logic in their business, the best advice is to use that as one of their persuasion marketing techniques. It’s hard to argue with logic, and if customers can’t argue with offers, they will find it hard to refuse.

There are two main reasons of salesperson who should learn communication skills, one is for being believed and second is for to be understood clearly by customers.

The way the salesperson communicate with others shapes and brings the meaning of their brand and how they perceived in marketing. These messages should include professionalism, expertise and authenticity. This can be evolved by being unique, relevant and engaging. The action should be taken is telling stories to the target audience which can persuade and influence them emotionally. The main cause for that is, most people just take actions according to their feelings. However, these actions may cause on people thinking that the company is pushing them. For avoiding such negatives, the brand should be possessed transparent, honest and empathy to demonstrate their commitment to their customers and they can minimize the damage could be to their brands. In a stage of the world Marketing competition and opponents are increasing day by day and it is causing some serious issues for salespersons.

The Two Challenges today marketers face:

1. Digital noise: The digital landscape is crowded by advertise boomers through messaging and playing video on each website.

2. Fragment Audiences: That means consumers are increasingly fragmented across various channels and devices, which makes it challenging for marketers to deliver their cohesive and consistent message across all channels.

RESULTS AND DISCUSSION

The diagram below represents certain information according to the percentage of sales when marketers have strong communication skills.

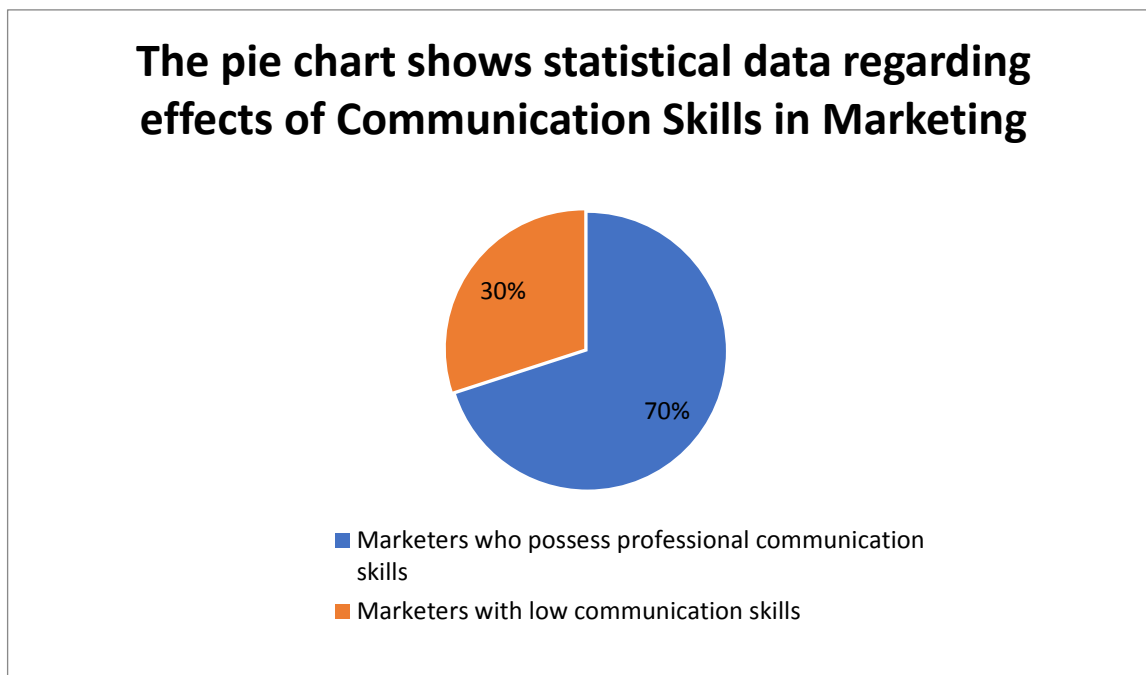


Figure 1

This figure shows that the difference in Marketing according to two category which is, marketers with progressed communication skills and marketers with lower communication skills. I did research to determine how it can effect on Marketing. For this experiment I choose public. Firstly, I took 15 bright colored pen and went to the central park which is crowded by many people. I stopped any person passing the way or just sitting. I did it only 15 times as I have the same amount of pen. Then I started a conversation and tried to sell the product through using communication skills. Including, eye contact, active listening, storytelling and I connected the stories to people’s daily life to persuade them. It seemed like a generative staff for me. I successfully sold 10 pens which is 70% of 15. That means it was practical that using Communication skills to sell the service or product. Unfortunately, 30% of the people just rejected the product even I gave several reasons to buy this pen. Conversation rates tell companies how they are efficient on their customers and how many purchases they make after the advertising of company.

CONCLUSION

My goal from writing this research paper was determining how communication skills effect on Marketing and describe how to improve them in detail. During the experiment it became clear that Communication skill is not just a skill. Yes, it is a key for achieving a success in any field and the best way of solving all problems. According to the experience, it is challenging that having a conversation with people accurately and impressing them. Especially, in Marketing customers will be looking for

quality service and product, just delivering the ideas is significant to persuade them. This ability can be learned and practiced with strong effort!

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