Level: master 1.

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Lecture 01: Loyalty programmes

What are loyalty programmes:

- A marketing strategy designed to encourage customers to shop at or use the services of a business associated with the programme.
- A marketing system businesses use to reward their customers' purchasing behavior to encourage the customers to stay loyal to the company.

Customers loyalty:

- Customer loyalty is critical to business success and profitability.
- Loyal customers bu more, and so improve sales and profit margins.

How does it work?

Most supermarkets and department stores have a retail loyalty programme in the form of a **store card** or **loyalty card**. Customers complete an **application form** with demographic data and receive a plastic card which is use firstly to **record information** about what the customer buys on their **transaction record**; and secondly to reward them with **vouchers, points, or coupons**; which can be used, or redeemed, to get gifts or money off future purchases.

Example of loyalty programmes:

An example of a loyalty program is **Sephora's Beauty Insider Program**, which rewards members based on their spending levels. The program has three tiers: **Insider** (free to join), **VIB** (spend $350 annually), and **Rouge** (spend $1,000 annually). Members earn 1 point per $1 spent, and points can be redeemed for exclusive rewards. Rouge members, who make up around **1% of customers**, receive the highest perks, including 20% off during sales, free shipping, and early access to products, compared to 15% for VIB members and 10% for Insiders. This tiered structure motivates higher spending and loyalty.

Benefits of loyalty prorammes:

- Help to create a positive association with the client.
- Makes a positive impact on company reputation.
- Boosts growth and increase sales.
- Find new clients.
- To allow marketers to identify and retain or keep preferred customers and reward them.
- To maximize customer loyalty and minimize customer defection.
- Provide important information on customer behavior based on their choice of rewards.

Task one: Choose the correct words from the brackets to complete the sentence.

1. Market research shows that a satisfied customer does not automatically become a (loyalty/ loyal) customer.
2. All retailers want customers to (repurchase/ reward).
3. Loyalty programmes (reward/revisit) preferred customers.
4. Loyalty cards should maximize customer (defection/ loyalty).

5. Customers (earn/ burn) points when they pay using their credit card.

6. A great number of retailers (identify/ implement) loyalty programmes.
7. (transaction record/ special offers) track what customers buy.
8. To get a loyalty card, customers complete the (application form/ demographic data).
9. Customers can (redeem/ reward) their points at any of our partner stores.
10. Electronic goods are popular (reward purchases/ redemption options).

Lecture 02: Motivation Marketing

A-What is motivation marketing?

For most organization, staffs are the key to success- the most important tool for the organization's success- and they can be motivated to promote their company's product or service. Motivation marketing engages staff and gets them interested by using events or incentives. It also aims to recognize and reward staff efforts by offering prizes or rewards for good performance- for example, with a monthly incentive.

 Other benefits of motivation marketing include:

- Increased job satisfaction: happier people at work.
- Improved productivity: more work done in less time.
- Improved performance: the work is done better.
- Encouraging behaviour changes: for example, introducing new work practices.
- Increased sales for effectiveness: for example, to achieve higher sales figures.
- Improved product launches: boost market penetration and gain market share more quickly.

B-Staff incentive schemes:

     Staff incentive schemes, also known as incentive programmes- formal schemes designed to encourage staff to act in a certain way- are used by a wide range of companies in order to improve staff and distributer performance. Incentives such as prizes, rewards or gifts can boost morale (make staff feel more positive about their job and their employer). Building staff loyalty will result in lower staff turnover or churn-that is fewer people leaving the company. Another benefit is reduced staff absenteeism, a reduction in the number of days when employees are not at work through sickness. Measuring staff reaction and getting feedback- finding out what staff think about the programme are essential to getting it right.

   A company that runs trade and staff incentive programmes developed a prize winning staff loyalty programme for Healthcare Staffers, an agency that places temporary medical staff in clinics and hospitals.

C- Incentives: travel and events:

In order to motivate staff, a company may choose to use cash substitutes or noncash awards such as a travel incentive- sending a staff on a trip or holiday.

Big ticket giveaways, such as cars or very expensive holidays, are effective sales incentives- they can help motivate staff to sell more. During the qualifying period for an award or prize, teams are usually

motivated. Nominations for awards can come from colleagues, sometimes an employee maybe nominated by a manager, perhaps because of high sales figures.

Events, such as parties, weekends away, games and competitions can be successful for team buildingincreasing effective teamwork within a company or department.

Task one: Complete the sentences using words from the box:

Build	Internal	Reaction	recognizing	sales	turnover

1. Motivation marketing is a good way to …………. staff loyalty.
2. It can increase motivation levels by …………. staff efforts.
3. A good incentive scheme means that people want to stay with the company, there is lower staff ………….
4. Travel is an effective ………… incentive.
5. People working inside the company, the …………. staff, benefit from incentive schemes.
6. A good incentive schemes measures staff…………. to make sure everything is going well.

Task two: Complete the descriptions of incentive schemes using words from the box:

encourage	membership	scheme	earned	force
	qualifying	welcome		

1. Incentive is a knowledge-based staff training and incentive …….. that rewards staff for learning. Every member of staff receives …………….. card and a ………. pack. When enough points have been ………. staff can exchange their points for gifts.

2. . A large employer is concerned when absenteeism clim bs above the national average. The company launches an incentive scheme to ………. behaviour changes. All employees who have taken no days off each quarter are entered into a draw to win prizes, including holidays. During the …………… period staff attendance rose dramatically.

3. The Australian tourist commission has launched an incentive scheme to increase sales ………… effectiveness. Sales staffs who sell a luxury holiday can enter to win a new car. Initial reactions suggest that it will really help to energize the team and make the more dynamic.

Lecture 03: Personal selling

1. Definition of Personal Selling:

- Personal selling is a face-to-face approach where a salesperson personally presents products or services to potential customers/ Prospects.
- It often involves developing a relationship, understanding customer needs, and customizing the sales pitch to match those needs.

2. The Role of the Salesperson / Sales representatives:

- The sales representatives or salespeople make up a company's sales force, they play a key role in personal selling by not only promoting the product but also building trust and establishing a relationship with the customer. Their responsibilities include identifying prospects, educating customers, addressing objections, closing sales, and sometimes providing after-sales support.

- The sales force can include inside salesperson and field salesperson;

    1. **Inside Salesperson:** An inside salesperson works primarily within the office or store, interacting with customers remotely through phone calls, emails, or virtual meetings rather than traveling to meet clients face-to-face.
    2. **Traveling Salesperson**: A traveling salesperson, also known as an **outside salesperson** or **field salesperson**, visits customers or potential clients in person, often traveling locally or even across regions to meet with clients.

3. The sales process:

The sales process help the sales force convert leads into signed deals (change prospective customers to actual customers).

a) Prospecting and qualifying: Identifying potential customers who might be interested in the product or service.
    Making the first contact with a potential customer, often with an introductory message or call.
b) **Presenting:** Demonstrating the product's features, benefits, and value to the customer
c) **Closing the Sale:** Getting a commitment from the customer to purchase the product, or ask the customer to place an order
d) **Following up:** follow-up calls are parts of the after-sales services which enable salespeople to check customer satisfaction with the product or service. Satisfied customers will purchase again, generating repeat business.

4. Benefits of Personal Selling :

- Allows for a personalized approach to selling, which can be more effective than generalized advertising.
- Enables salespeople to directly respond to customer questions, tailor their approach, and potentially close the sale immediately.
- Builds a relationship with the customer, which can lead to customer loyalty and future sales.

5. Skills Needed for Effective Personal Selling:

- **Communication Skills**: Listening and responding to customer needs effectively.
- **Product Knowledge**: Deep understanding of the product or service to answer questions and address concerns.
- **Persuasion and Negotiation**: Ability to influence customer decisions and negotiate terms.
- **Emotional Intelligence**: Recognizing customer emotions and adjusting the approach accordingly.

6. Challenges of Personal Selling:

- It can be time-consuming and labor-intensive.
- It requires a skilled and motivated sales team.
- Handling objections and rejections can be challenging.

Task one: Choose the correct option for each blank to complete the sentence:

1. The first step in the personal selling process is………………, where a salesperson identifies potential customers.

- **Options:** (A) prospecting (B) closing

2. Inside salespeople mainly interact with customers through…………..... channels, like phone calls or emails, rather than face-to-face.

- **Options:** (A) remote (B) physical

3. In the ………………… step of personal selling, the salesperson demonstrates the product's benefits to the customer.

- **Options:** (A) presentation (B) follow-up

4. **Traveling salespersons** specialize in…………… sales by meeting clients in person, which helps build stronger relationships.

- **Options:** (A) face-to-face (B) online

5. The main purpose of the…………….. step is to ensure that the customer is satisfied and to strengthen the relationship for potential future sales.

- **Options:** (A) follow-up (B) prospecting

6. Traveling salespeople often need strong …………… skills, as they must present products in person and build trust quickly.

- **Options:** (A) communication (B) technical

7. **Personal selling** is a ……………. technique where a salesperson engages directly with a prospective customer to build a relationship and encourage a sale.

- **Options:** (A) personalized (B) indirect

Lecture 04 : Telemarketing

1. What is telemarketing?

Telemarketing is the process of selling products or services over the telephone, and it is a form of direct marketing in which messages are delivered individually to potential customers, requiring an immediate response, as businesses reach out directly to customers without intermediaries such as stores or advertising platforms.

2. Types of telemarketing:

There are two main types of telemarketing: inbound telemarketing and outbound telemarketing.

- **Outbound telemarketing**: with outbound telemarketing, telemarketers (also known as telemarketing operators) call prospects (potential customers) from a list. Lists can be bought from list brokers. A cold list is a list of people who have no prior contact with the company. Calling the people on the list for the first time is known as cold calling. A qualified telemarketing list includes the details about prospects who have the need or authority to purchase.
    - Common reasons for cold calling include:
        - **Lead generation**: contacting cold prospects (people who don't yet have a relationship with the company) to create hot contacts (people who are ready to buy).
        - **Phones sales**: selling services over the telephone.
        - **Appointment setting**: making an appointment for a sales rep to meet the prospect.

Voice broadcasting is a cheaper form of outbound telemarketing. Instead of having a live operator – that is, an actual person – a recorded message is played to the prospect or left on their answering machine.

- **Inbound telemarketing**: with inbound telemarketing, clients call the telemarketing firm, perhaps in response to an advert, to place an order, make a reservation or contact customer services.

3. Challenges in Telemarketing

- **Rejection**: A lot of consumer refuse telemarketing calls because they believe they are annoying or unneeded. Telemarketers may become demotivated as a result, and campaign morale may suffer.

- **Objection**: Consumers frequently express concerns like a lack of interest high costs, or doubts about the good or service. Telemarketers need to be skilled in persuasion, empathy, and problem-solving in order to overcome these obstacles.

4. Telemarketing script:
Telemarketing operators are trained to deal with objections (reasons people give for not buying). Telemarketing script list the questions that must be asked and what must be said to reassure the potential client. Here is an example of a telemarketing script:

Good morning / afternoon. May I speak with Mr / Mrs Mandeville please?

My name is Julie. **I'm calling on behalf of** Paper Express. **Are you aware of the company at all?**

NO: That's OK. It's a mail order company that provides discounted paper and office supplies. (then to YES)

YES: **Are you the person in charge of purchasing office supplies?**

NO: **May I ask for the name of that person?** (take details)

YES: **The reason for my call is** to see whether you are interested in meeting one of our sales team.

NO: **Thank you for your time.** (end call)

YES: **Would you be available for a meeting on Friday morning?** (take details, end call)

Task one: match each term with its correct definition.

- Cold calling

- Customer retention

- Lead generation

- Call script

- Sales pitch

- Handling objections

- The process of identifying and attracting potential customers, or "leads," for a business's products or services.
- Making unsolicited phone calls to potential customers who have not expressed prior interest in the product or service.
- The activities and strategies companies use to retain existing customers and prevent them from switching to competitors.
- The process of responding to a customer's concerns or hesitations during a sales call, with the goal of overcoming them.
- A pre-written dialogue used by telemarketers during calls to ensure consistent messaging and effective communication.
- A presentation or argument used to persuade someone to purchase a product or service.

Lecture 05: translation activities

Instruction: translate the following paragraphs from English into Arabic.

Paragraph one:

Loyalty programmes help businesses build customer loyalty, by offering rewards such as discounts and points through a membership system. These incentives encourage repeat purchases and improve customer satisfaction. companies also design loyalty tiers to provide exclusive offers and increase brand engagement. A successful loyalty programme boosts retention and makes customers feel valued.

Paragraph two:

Companies use motivation strategies to encourage their staff to work harder. They offer incentives like rewards, promotions, and non-cash awards to recognize good performance. Staff incentive schemes are designed to boost morale and keep employees engaged. Motivation staff are more productive and contribute to the company's success.

Paragraph three:

Personal selling is a direct approach to sales in which a salesperson interacts one-on-one with potential customers. This method focuses on building relationships, understanding customer needs, and providing personalized solutions. By communicating directly, the salesperson can answer questions, demonstrate the product's features, and address any concerns the customer may have. Personal selling is especially effective when customers need more information before making a purchase decision. This personalized interaction not only helps close the sale but also fosters a relationship that can lead to future business and customer loyalty.

Paragraph four:

Telemarketing has become an essential tool for businesses to reach their customers directly. By using trained telemarketers, companies can promote their products or services, generate leads, and collect valuable feedback. A Successful telemarketing campaign begins with a well-organized call list and a carefully written script. This script helps telemarketers introduce themselves professionally, explain the product or service clearly, and respond to customer questions and objections effectively.

Successful telemarketing requires effective communication skills and understanding customer's needs. This help build trust, create a more personalized experience, and leads to better customer engagement and higher success rates.

Lecture 06: the present simple

Structure:

The simple present is one of the English tenses in which any verb is formed from the bare infinitive of the verb without "to".

Affirmative	Negative	Interrogative
I play	I do not play	Do I play?
YOU play	You do not play	Do you play?
He/She/ It plays	He/She/It does not play	Does he/she/it Play?
We play	We do not play	Do we play?
They play	They do not play	Do they play?

- The spelling of the third person singular forms (he, she, it)

1- **Verbs ending in consonant+ y** → change "y" to "I" and add "es":

Examples: Study→ studies   apply →applies   cry →cries

2- **Verbs ending in "ch", "sh", "ss", "x", and "o"**   →_add "es" to the infinitive:

Ecamples: Watch →watches   finish → finishes   go →goes

Usage:

- Regular habits and daily routine
- Permanent or long-lasting situation
- Feeling, opinions, and states of mind
- Facts/ general truth
- Conditional type 1
- Giving directions and instructions
- Common time expressions include: Always, usually, often, sometimes, rarely, never, at weekends, every day, once a day.................

The Future simple:

The future simple tense is used to describe actions or events that will happen in the future. It is formed with **"will"** followed by the base form of the verb.

Affirmative	Negative	Interrogative
I will go to the park.	I will not (won't) go to the park.	Will I go to the park?
You will go to the park.	You will not (won't) go to the park.	Will you go to the park?
He/she/it will go to the park.	He/she/it will not (won't) go to the park.	Will he/she/it go to the park?
We will go to the park.	We will not (won't) go to the park.	Will we go to the park?
They will go to the park.	They will not (won't) go to the park.	Will they go to the park?

Usage:

- To talk about something that will happen in the future based on what we believe or expect.
- To describe decisions made at the moment of speaking, without prior planning
- To express a promise, offer, or willingness to do something in the future
- To describe something that is certain to happen in the future, often referring to timetables or schedules.

Lesson 07: Conditionals

In English grammar, conditionals or if clauses describe the result of something that might happen (in the present or in the future), or might have happened but did not (in the past). They are may using different English verb tenses. Conditional sentences are usually consisted of two clauses which are if clause and the main clause (result).

There are four kinds of conditionals.

1. If – conditional type zero (00)

Conditional type 00 is used to talk about general truths, scientific facts, or things that always happen under certain conditions. Ie; tha condition can be true at any time.

Form:

If+ simple present , simple present

E.g. if you heat water at 100°, it boils

2. If – conditional type one (01)

It is used to talk about real or possible situations in the present/ future. It expresses events that are likely to happen if a certain condition is met.

Form:

If+ simple present , simple future (will+ stem)

E.g. if I have enough money, I will give you some

3. If – conditional type two (02)

It is called "the dream clause" . It is used to talk about the present and to imagine something totally different from the real situation now or in the future.

Form:

If+ simple past , would + infinitive

E.g. if I were you, I would apologize

4. If – conditional type three (03)

We use if conditional type three when imagine a different past, i.e. an unreal past or a regret.

Form:

If + past perfect , would + have + past participle of the verb

E.g. If you hade told me earlier, I would have helped you .

Lecture 08: Adverbs

An **adverb** is a word that provides more information about or modifies a verb, adjective, another adverb, or even an entire sentence. It describes how, when, where, or to what extent an action takes place. Many adverbs end in **–ly.**

Examples:

- He runs <u>quickly</u> → (modifies the verb " runs")
- She is <u>very</u> happy → (modifies the adjective "happy")
- she sings <u>really</u> <u>beautifully</u> → (modifies the adverb "beautifylly")

Types of adverbs:

a) **Adverbs of manner**: describe the way something is done (how?)

Examples:

- Please speak <u>clearly</u>.
- Maria is behaving <u>selfishly</u>.
- The twins like to dress <u>differently</u>.

b) **Adverbs of time**: describe when something happens.

Examples:

- They will meet <u>tomorrow.</u>
- Can I do my work <u>later</u>?
- Everyone arrived <u>early</u>.

c) **Adverbs of place**: describe where something happens.

Examples:

- He is standing <u>outside</u>.
- Mom and dad are watching television <u>upstairs</u>.
- There are trees <u>everywhere</u>.

d) **Adverbs of frequency**: describe how often something happens.

Examples:

- He <u>often</u> swims in the evening.
- Lisa is <u>always</u> cheerful.
- <u>Sometimes</u> I ride my bike to school.

e) **Adverbs of degree**: show the intensity or degree of something (to what extent?)

Examples:

- The movie was <u>extremely</u> interesting.
- The water was <u>almost</u> cold.
- This problem is <u>too</u> difficult to solve.

Spelling File	
Adjective	Adverb
Careless	carelessly
Cheap	cheaply
Clear	clearly
Close	closely
Correct	correctly
Different	differently
Playful	playfully
Safe	safely

Task: Underline the adverbs in the following sentences.
1. She rarely makes mistakes, but she corrected this one immediately.
2. The team worked hard and completed the project successfully.
3. They are waiting patiently for their turn.
4. She has never missed a day of school.
5. He arrived early to the meeting.
6. Undoubtedly, she is one of the most talented musicians of our time