

*Section: Marketing*

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## **PERSONNEL AS A COMPONENT OF THE BANK'S MARKETING COMPLEX**

Today, in developed countries with market-oriented economies, the concept of traditional marketing mix („4P”) contains elements and functions that are essential and main components of marketing activities. There were attempts to introduce additional elements into the structure of the marketing complex, for example, sometimes added a fifth „P”, which means people, human resources (people), personnel or personal selling [1, p. 9]. There was a discussion about what attempts have sometimes been made to add personal selling or personnel to the structure of the marketing complex in the fifth „P”. Consider their essence and direction.

Pogorelova T.O. notes that „the bank's personnel is a set of permanent employees who have received the necessary training and (or) have practical experience in a financial institution” [2, p. 49].

The personnel of the bank has professional abilities to promote the bank's products.

Lyutiy I.O., Solodka O.O. define „ personal selling - is an individual oral presentation of banking products and services during a conversation with a specific real or potential customer in order to purchase and sell a banking product or service and establish long mutually beneficial relations with the consumer” [3, p. 422].

Nikitin A.V., Ivanova T.G., Britchenko I.G., Momot O.M. consider „personal selling in the bank - a means of communication in which the bank employee at his own workplace helps to increase sales of products and services by establishing a special, trusting relationship with the consumer” [4, p. 205].

Migal O.F. substantiates that personal selling is aimed at oral presentation of a banking product or service to the consumer in order to inform him, establish a trusting relationship with him and the implementation of effective sales [5, p. 44-45].

Thus, personal selling - the sale of banking products by personnel.

Kryvych Y.M. substantiates that personal service is the use of highly qualified specialists who personally interact with the client, analyzing and forecasting his individual needs in financial products, develop and implement individual service schemes [6, p. 56]. The above author notes that in practice there are the following methods of personal selling in the banking sector:

- single sales - is the sale of a product of the same name, for example, opening a current account or obtaining a loan;
- package sales - is the sale of a range of services, both purely banking and a mix of banking and non-banking. Yes, as an example:
- the first case: it is possible to offer the client a debit card and remote service;
- the second case: the bank offers insurance or investment services together with its services; - cross-sell - providing customers with additional banking services [6, p. 56].

Having considered the definitions of „personnel” and „personal selling” we will form their direction (table 1).

Table 1

**Direction of „personnel” and „personal selling” in the bank**

No p/p	Personnel	Personal selling
1	Highly qualified bank employees	Banking services and products
2	Professional ability to promote banking products	Interest in services and products
3	Communicates with customers	Offer of services and presentation of banking products for sale and their sale
4	Professional training and experience in banking	Personal offer of banking products
5	Should interest the client in services and banking products	Personal sale of bank products

Source: own development

As components of the marketing complex, bank personnel and personal selling are important in banking. Bank personnel and personal selling they differ from each other. The personnel are highly qualified employees of the bank who are professional consultants for clients, have the ability to communicate with the client and interest the client in banking services and banking products, ie the ability to offer banking services and present banking products for sale to achieve the goals of the bank, personal selling is offer of the banking products.

**References**

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