

"40 RAZONES POR LASQUE SI DEBE CONTRATAR A ADP PROMOTIONS AGENCY"

"ADP PROMOTIONS AGENCY - SU MEJOR OPCION"

Servicios Operativo - Administrativos / ADP Promotions Agency para Cliente Platino

RECURSOS HUMANOS	
1 Reclutamiento, selección y contratación de personal	Sí
2 Transferencia de personal	Sí
3 Capacitación al personal (con apoyo de Cliente Platino)	Sí
4 Salas de Capacitación para el personal en Plazas Principales VDM, GDJ y MTY	Sí
5 Entrega de reportes de rotación de personal y entrevistas de salida	Sí
ADMINISTRACION	
6 Administracion de nomina del personal	Sí
7 Pago Electronico al personal BBVA Bancomer	Sí
8 Conciliacion de días-hombre	Sí
9 Contacto en todas las plazas para dar seguimiento a los procesos administrativos (alta, bajas, inasistencias, trámites ante el IMSS, cartas, nóminas, finiquitos y recibos, etc)	Sí
10 Control del fondo revolvente o fondo de viáticos al personal que se requiera	Sí
11 Compra esporádica de vales de despensa para dar premios a terceros	Sí
12 Compra esporádica de mercancía que sirva de base a Cliente Platino para el control de los precios	Sí
13 Compra, entrega y recolección del material de trabajo al personal	Sí
14 Evaluación de los incentivos para su pago mensual	Sí
15 Contratación de plan de telefonía u otros, distribución, reposición, recuperación de equipo,etc	Sí
OPERACIÓN Y REPORTEO	
16 Control de personal y equipos de trabajo	Sí
17 Supervisión de la ejecución del personal y de las rutas de trabajo	Sí
18 Control de inventarios de material promocional	Sí
19 Reportes cuantitativos y cualitativos (fotografías del evento, comentarios, stock inicial y final, etc)	Sí
20 Reportes Comerciales-Mercadologicos y Controles de Administracion de Ventas	Sí
21 Proporcionar y verificar información de mercadeo de Competencia	Sí
22 Revisión, análisis y actualización de planes de trabajo (itinerarios), saber si las rutas son efectivas y rentables	Sí
23 Presentación ejecutiva dentro de los primeros 10 días del mes siguiente, para exponer los resultados derivados de la prestación del servicio	Sí
24 Business Center en Plazas Principales VDM, GDJ y MTY	Sí
26 Resguardo y Control de inventarios de material promocional	Sí
27 Vehiculos de reparto y servicio de mensajería express	Sí
SOPORTE DEL SERVICIO	
28 Servicio a traves de Celula de trabajo exclusiva (Coordinacion general) y soporte de Direccion General	Sí
29 Servicio de reporte a traves de capturista (as) exclusivo (s) para la cuenta	Sí
30 Supervisión de los planes especiales y lanzamientos de nuevos productos	Sí
31 Propuestas creativas de ventas y de imagen adhoc al plan de trabajo y mercadeo inicial	Sí
32 Servicio de Camioneta Ejecutiva para Chequeo de Tiendas	Sí
LEGAL	
33 Responsabilidad laboral 100% del personal	Sí
34 Apoyo en contingencias civiles y penales del personal subcontratado y de las operaciones	Sí
DESARROLLO NUEVAS PROMOCIONES	
35 Respuesta inmediata para ejecutar planes tacticos adicionales	Sí
36 Compra-Venta de articulos promocionales	Sí
37 Compra-Venta de materiales de merchandising	Sí
38 Soporte de area de diseño e Impresión de materiales	Sí
39 Soporte de area de trade coach para servicios de comercializacion y cursos	Sí
40 Sistema de Monitoreo en línea de calidad del Servicio en Punto de Venta	por Proyecto

MONTHLY SATISFACTION EVALUATION SLIDE

As important as it is, we could be surprised on how difficult it means to let even the customer to evaluate the monthly performance. They expect that everything works



alone and it is not even far from the reality than nothing else. The need of evaluation and done in monthly basis is just one of the most important steps in giving an adequate service to the client, the final customers, to control the operation and to maintain a quality supervision and opportunity reaction to any deviation of the promotional plan.

AGENCIA DE PROMOCIONES
PROMOCIONES AEREO

EVALUACION DE SATISFACCIÓN DEL CLIENTE

2007

PERIODO BAJO ANALISIS:

ENERO
 FEBRERO
 MARZO
 ABRIL
 MAYO
 JUNIO
 JULIO
 AGOSTO
 SEPTIEMBRE
 OCTUBRE
 NOVIEMBRE
 DICIEMBRE

NOS INTERESA MUCHO LOGRAR SU SATISFACCION. LA EVALUACION Y RETROALIMENTACION QUE NOS PROPORCIONE ES FUNDAMENTAL PARA CONTROLAR LA ATENCION PERSONAL Y CALIDAD DEL SERVICIO BRINDADO POR TODOS EN LA AGENCIA, A TRAVES DEL GERENTE DE CUENTA A CARGO DE SU PROMOCION. CUALQUIER DETALLE QUE CONSIDERE PODAMOS MEJORAR, POR FAVOR SIENTASE LIBRE DE AGREGARLO.

POSICIONE EL CURSOR SOBRE LA CASILLA DE SU ELECCION Y MARQUE CON UNA "X"

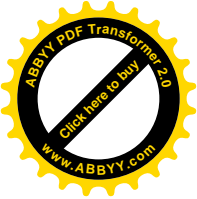
1	ATENCION PERSONAL Y CALIDAD DE SERVICIO.	EXCELENTE <input type="radio"/> BUENA <input type="radio"/> REGULAR <input type="radio"/> MALA <input type="radio"/>	NOTA:						
2	DESEMPEÑO Y PERFIL DEL PERSONAL EVENTUAL PROPORCIONADO.	EXCELENTE <input type="radio"/> BUENA <input type="radio"/> REGULAR <input type="radio"/> MALA <input type="radio"/>	NOTA:						
3	INFORMACION CUALITATIVA Y CUANTITATIVA.	EXCELENTE <input type="radio"/> BUENA <input type="radio"/> REGULAR <input type="radio"/> MALA <input type="radio"/>	NOTA:						
4	SEGUIMIENTO Y TIEMPO DE RESPUESTA A ACUERDOS DE TRABAJO.	EXCELENTE <input type="radio"/> BUENA <input type="radio"/> REGULAR <input type="radio"/> MALA <input type="radio"/>	NOTA:						
5	CONOCIMIENTO DE SU PUESTO Y DOMINIO DE LA PROMOCION.	EXCELENTE <input type="radio"/> BUENA <input type="radio"/> REGULAR <input type="radio"/> MALA <input type="radio"/>	NOTA:						
6	UTILIDAD DE VALORES AGREGADOS <small>(BODEGA, CAMIONETAS, FLETES, MENSAJERIA, SALAS DE CAPACITACION, ETC.).</small>	EXCELENTE <input type="radio"/> BUENA <input type="radio"/> REGULAR <input type="radio"/> MALA <input type="radio"/>	NOTA:						
7	MANEJO Y DISTRIBUCION DE MATERIAL P.O.P.	EXCELENTE <input type="radio"/> BUENA <input type="radio"/> REGULAR <input type="radio"/> MALA <input type="radio"/>	NOTA:						
8	ELABORACION, REVISION, SEGUIMIENTO Y COBRO DE FACTURAS.	EXCELENTE <input type="radio"/> BUENA <input type="radio"/> REGULAR <input type="radio"/> MALA <input type="radio"/>	NOTA:						
9	PRO-ACTIVIDAD GENERAL	EXCELENTE <input type="radio"/> BUENA <input type="radio"/> REGULAR <input type="radio"/> MALA <input type="radio"/>	NOTA:						
10	PRINCIPAL ASPECTO A MEJORAR	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 20%; padding: 2px;">AREA DE OPORTUNIDAD</td> <td style="height: 20px;"></td> </tr> <tr> <td style="padding: 2px;"></td> <td style="height: 20px;"></td> </tr> <tr> <td style="padding: 2px;"></td> <td style="height: 20px;"></td> </tr> </table>		AREA DE OPORTUNIDAD					
AREA DE OPORTUNIDAD									

NOMBRE USUARIO

AREA / PUESTO

GRACIAS POR SU EVALUACION Y COMENTARIOS.

OPERATIONAL TIME TABLE SLIDE



In this slide Agencies can show the clients all the scope of activities that must be performed from both sides, in order to launch a successful promotional plan.

LINEA CLIENTE PLATINO / PLAN DE MERCHANDISING 2007		MARKETROOPS															
AUTOSERVICIOS VALLE DE MEXICO 2007		LOGISTICA DE TRANSFER Y ARRANQUE DE OPERACIONES															
ACTIVIDAD	RESPONSABLE	JUNIO					JULIO										
		L	M	M	J	V	L	M	M	J	V	L	M	M	J	V	L
A DETECCIÓN DE NECESIDADES DEL CLIENTE																	
1	PRESENTACION DE NECESIDADES Y REQUERIMIENTOS																
2	REVISION DE PROPUUESTAS																
3	REVISION COSTOS, GASTOS ADMINISTRATIVOS, COORDINACION																
B DEFINICION PERFILES DE PUESTOS / SUELDOS / PLANEACION PARTE FIJA-VARIABLE																	
1	PERFILES DEFINIDOS DEL PERSONAL																
2	REVISION SALARIAL Y ASIGNACION DE SUELDOS																
3	REQUERIMIENTOS ADMINISTRATIVOS RUTAS, MATICOS, PASAJES, REEMBOLSOS, ETC. *																
4	REVISION FINAL DE COTIZACION Y GASTOS ADMINISTRATIVOS																
5	APROBACION DE COTIZACION Y GASTOS ADMINISTRATIVOS																
C TRAMITE DE ALTA, PROVEEDOR Y REVISION CONTRATO																	
1	ENTREGA DE DOCUMENTACION A PROVEEDOR																
2	REVISION DE DOCUMENTACION																
3	ENTRADA DE CONTRATO DE SERVICIO																
4	REVISION DE CONTRATO DE SERVICIO																
5	MODIFICACIONES AL CONTRATO DE SERVICIO																
D FACTURACION / COTIZACION MAESTRA Y CALENDARIO PAGOS																	
1	DESARROLLO COTIZACION ANUAL / PERIODO DE TRABAJO																
2	DESARROLLO CALENDARIO DE PAGOS																
3	REVISION Y APROBACION DE COTIZACION Y CALENDARIO DE PAGOS																
4	INSERCIÓN DE COTIZACION Y CALENDARIO COMO ANEXOS AL CONTRATO																
E FIRMA DE CONTRATO Y ANEXOS																	
1	FIRMA DE CONTRATO DE SERVICIOS Y ANEXOS																
F REPORTES OUTSOURCING Y FORMATOS ADMINISTRATIVOS Y DE TRABAJO																	
1	PRESENTACION DE PROYECTOS																
2	REVISION DE PROYECTOS																
3	APROBACION DE PROYECTOS DE REPORTES Y FORMATOS																
G COMUNICACION PROYECTO E INTERCAMBIO INFORMACION OPERATIVA-ADMINISTRATIVA																	
1	DIRECTORIO REPRESENTANTES ROYALES Y LOCALES																
2	REQUERIMIENTOS ROLLS DE TIENDAS																
3	REQUERIMIENTOS ADMINISTRATIVOS RUTAS, MATICOS, PASAJES, REEMBOLSOS, ETC. *																
4	JUNTA CON PERSONAL DE AFILIAS LEONARIAS																
5	PRESENTACION EN CIUDAD BASE 1, MONTERREY																
6	PRESENTACION EN CIUDAD BASE 2, GUADALAJARA																
7	PRESENTACION EN CIUDAD BASE 3, VALLE DE MEXICO																
8	PRESENTACION EN CIUDAD BASE 4, OTRAS																
9	CAPACITACION Y PRESENTACION EN CIUDADES																
10	CAPACITACION Y PRESENTACION EN CIUDADES																
11	CAPACITACION Y PRESENTACION EN CIUDADES																
12	CAPACITACION Y PRESENTACION EN CIUDADES																
13	ARRANQUE DE EN SU FASE 1																
14	ARRANQUE DE EN SU FASE 2																
15	ARRANQUE DE EN SU FASE 3																
16	ARRANQUE DE EN SU FASE 4																

4. PROMOTIONAL POTENTIAL CLIENTS

In the Mexican Promotional Market, there are many needs as customers, but we have to differentiate them very carefully, without making any enormous list divided by sectors, by their employee number, by revenues or any other. We must think that the promotional market is as easy as any other market. It has the great big competitors that have divided the whole cake into no more than 250-300 big companies, controlling the 80% of the market, leaving the other 20% for other 6,500 – 7,000 medium size and little companies all around the country. Between these diverse domestic and international enterprises based on Mexico, among many others, we can point the main as:

- Aeroméxico,
- Mexicana,
- Anderson Clayton,
- Capullo,
- Unilever,
- Procter & Gamble,
- Colgate,
- Bayer,
- Janssen Cilag,
- Roche,
- Bimbo,
- Maseca,
- Bing,
- Braun,
- Hamilton Beach,
- Applica,
- Chevrolet,
- Chrysler,
- Volkswagen,
- Ford,
- Honda,
- Toyota,
- P.I. Mabe,
- Congelados Cortina,
- Coronado,
- Crayola,
- Editorial Televisa,
- Publications Internaciona I,
- Energizar,
- E & J Gallo,
- Jugos Del Valle,
- Fuji,
- Gamesa,
- Quaker Oats,
- General Mills,
- Helados Holanda,
- JVC,
- Kraft-Foods,
- Kimberly Clark,
- Kodak,
- Armstrong Laboratorios,
- Leche Lala,
- Lego,
- L'oreal,
- Pond 's,
- Mattel Toys,
- Oral-B,
- Philips,
- Rayovac,
- Regaine,
- Sanofi Aventis,
- Sharp,
- Skytel,
- P.A.P. (Pronósticos para La Asistencia Publica Gobierno),
- Sistema Bancario BBVA Bancomer, Banamex, Scotiabank Inverlat, etc.



Their main activities are centralized in the Mexican territory and with some representative activities or international eventual forums base don their headquarters, located in Atlanta, Chicago, Denver, Houston, Las Vegas, Los Angeles, Miami, New York, Phoenix, Paris, Rome, Bogota, Brazil & Caracas.

5. SPECIFIC GLOBAL NEEDS

With independence of the company, in the promotional market they need specific offers of experienced providers in the Sales of Massive Consumption Products and Administration & Marketing Services, personnel management and team-work integration and talent for conflicts resolution, integral corporate development in favor of domestic and International enterprises with aggressive aims and seek for a department Consultant work dedicated and results oriented, ready to travel so much inside, like out of the Mexican Territory.

Responsibilities and achievements are not easy tasks, because they must include from the quote and investment projects administration for many million pesos in few months or few years, attention to labor contingencies and unions, through penal attorneys, sign affiliation entrances and register thousands of people for social security services; they must demonstrate they are able to achieve successfully traditional strategies with product campaign launches, samplings, sales impulse plans with demonstration & proof, market research, new looks and image changes, exchange centers, call centers, e-mail marketing, up to not traditional others developed to satisfy Clients' specific needs like regular Bank credit cards placement, mortgage loan defeated portfolio recovery, quality monitoring plans, mystery shoppers, directed surveys, direct censuses supported with qualified personnel and high tech communication equipments.

GLOBALIZATION



6. TRENDS AND DIFFICULTIES

The actual trends define a complex environment that need to develop or to complete a specific profile with additional experience in the Consultancy of Monitoring Systems Applied to the Point of Sales Quality Service and in the Alteration and Prevention of Sales Results on Massive Markets, Human Resources Consultancy, Labor Law, Prevention and Losses Processes, Assurances and Bails, Personnel Training Quality Processes, Team Development.



Ideally they must have experience in Multilevel product trading, have managed Image Events, Publishing Promotions as well as trading Health Plans and Social Corporate Responsibility Plans with health approaches encouraging the importance and Repercussion of directing straight benefits to the companies Personnel, so Clients can match the renewed Social responsibility Plans and Healthy Plans that the big companies have around the world and need to regionalize or "tropicalize" in every continent and country.

Actual successful agencies must have dedicated resources specialized in different areas like:

Below the line, Above the line, Marketing promotions, Sales promotions, Loyalty plans, Media, Reports, People management, Promotional gifts, Prizes, Tournaments, Sports events, Massive consulting, Political promotions, Marketing research,	Targeted events, School coverage, Internet promotions, Email promotions, Web designing and Many more like P.O.P. handling, Promotional warehousing, Raw materials and Finished woods warehousing, Value added services like call centers, Co-packing, Concierge services,	Point of sales research and samplings, Inventory controls, Promotion tracking, Full reports and Executive summaries, Import & export, Freight services, Delivery, House to house promotions, Business center facilities, National coverage, Etc.
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As complex as the environment grows, agencies must define clearly which specialties are going to be their strengths, because it is merely impossible to have all areas covered and give the adequate service to each customer.

Agencies must get good use of modern and actual positive influences like administration techniques and management processes, in order to be always actualized and sharper than competence, because the possibility of making higher earnings and profits from this kind of companies is big but also quick and risky. The main objective is taking advantage of different managers or directors that have great inner contacts know decision makers in different customer companies so they can win big contracts and profitable plans, sharing their earnings with their known's, because if not they will have a high cost infrastructure and the high risk to get bankrupted.

These agencies must have great accounting equipment, a legal experimented and acumen oriented staff to make whatever needed to achieve profits, while all of it and with the help of an aggressive operational and sales-marketing group run for each and every possible business. The critic mass is indispensable because the fixed costs are high and the labor costs must be achieved each and every 2 weeks. As we have previously commented the taxes are not an easy thing in Mexico and the risk of making mistakes is enormous. The company must be able to open and close as many different social names or company names as needed, to change physical offices addresses and rotate their headquarters; being playing in many different fields create a positive synergy but the need of at least 3 or 4 big accounts per year create incredible amounts of stress.



One of the difficult issues is of course the price, because if you really want to gain an account you always know that you can fix a very low price, but once you have done that, you will find that the internal prices that you have are bigger than your budget, so you won't be able to maintain that operation running. Then the strategy will be to talk to your client and show him that you are not able to continue working and you ask for a natural increment, risking the operation, because the customers will accept it or not, but also they will have a new image of your service and your company. This can be easily resolved if you have previously taken care with advantage in the legal and contract affairs, but otherwise you will lose money and you will be handcuffed obligated to give the service even while losing.

For example, the fixing price theme is very important. You must know perfectly what is the correct price for your service, while you know that every time your cost will be perceived as higher and customers will always ask to do something about it. Let's talk about Six Sigma Pricing process. Companies looking for developing their fixing price strategy must concentrate in the long term benefits optimization. Though this may sound obvious, the truth is that many companies are just worried for increasing their revenues. This confused belief has its origins in the wrong beliefs that the benefits arrive when the sales are higher, but nothing can warrant that the benefits maintain increasing with a higher sales volume.

In that way, it is more profitable an increase, though little, versus the medium price of products and services. This increase has more impact over the benefit margin than the sole incomes increases or the cost reduction. To gain this price increase they are needed better processes and operative controls that fix them, based on data and contrasted facts. This is precisely what Six Sigma methodologies bring, just as many companies have proved. It is really very interesting for me to read about a complex issue that I first have in my own company and that now I am living with in a new job. The amazing thing is that I was a little entrepreneur and right now I have been invited to work in a Global Company. As being right now just seven months in the company, I have founded that there are many costs involved in the final pricing of our services, so it is not easy to sell them.

Even clients that have been with us before; even the ones that have 10 years or more with our service feel that our price is high. Some of them are turning around to other opportunities and alternatives, some are trying to convince us to change the prices in order to let them stay with us, because if not, they will have to contract other provider. The company has to consider in every pricing some direct expenses like allocation, bank interest rates and others, in order to have a profitable operation, but doing so puts us in the range of high cost and is very difficult to maintain big businesses or long term relations when the core business is man operated, like in the logistic world I work in now.

If you add to this formula that there is no policy about the fees we charge, there we can find sometimes very well positioned fees as 20%, plus allocation, plus bank interest, so that takes us over a 35% or 40% total fee, it is not a secret why the clients are going somewhere looking for better prices. I have been working in the marketing and promotional sales world for 17 years, since I was very young and the demand is very different than in this market, but the relations I could maintain over the past years were very solid, some of them even lasted up to 10 years. In comparison to this big giant I am working in, the lasting period of a client is above a 3 year media, which I found sincerely very short.



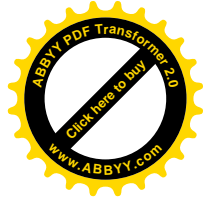
This industry has many risks, obligations and expenses and the clients are always trying to buy cheaper, because that is the commodity spectrum we are living in, but we are trying hard to establish a better policy, better practices in the operational man-made part of the business, trying to reduce the costs of information technologies services, trying to give more courses to the whole corporation but we really have to be more cautious with the pricings in order to sell more.

I understand and even agree that it is better to have less sales but more profitable ones, than a lot of sales but with no margins, but in our case I think we can sale even more, have a better revenue and even gross profit and operational profits if we sell more and increase our sale rate in just 25%. I think that if we lower our quote in 25%, as an example, we can easily try to convince our client for a long term contract.

Also, playing with another fact, the time when our clients pay us, such an important issue, we can be more aggressive and offer to our clients a long term contract, obligating them to pay us as soon as possible convincing them that is in their own benefit, because if they pay first they earn first and if they get contracted for a long term relation with us we can offer them instant cash earning, upgrading it for the following years, so at the end of the first years they can prove and be satisfied with our service and be willing to pay our normal fees so we can maintain a Win-Win Business. Even though I have studied about the six sigma methodology and made research of others, I know and positively comprehend that the kind of changes must be done with the people interested in really change, not just to adapt to the company policies and standards, what is most important is that the changes must be done at the adequate time, with one methodology or another, but on time, because if not, the damages can be terrifying. In this case, I will do my best to change whatever a company that had trusted me needs. At least what I feel like a need and a benefit for it.

Another incredibly important issue and real difficult one is having the adequate people working for each type of customer, because as people gets more prepared and experienced, normally develops a higher expectative of their job and wants to earn more money, what makes difficult for the agencies to earn more money for the owners and stakeholders to maintain experienced and technical trained people, so the networking becomes tremendously important, because the rotation of the executives gets high and agencies must cover the appropriate executives on time, because customers don't agree ever to be working with people that they consider not proper for the business in either way, the ones that are not from their preference and others that they consider are very new for the business.

The Executive Charisma issue is so important, that becomes really passionate here, always talking about the way we should be, difficult in our times when most of the people have personal problems at home, with the family and by that means at job. It looks sometimes easy to read about the way you should behave, but doing so in the group where you work, with people that most of the times you don't like is not easy or having the adequate personnel in each and every operation is almost impossible. There have to be always different approaches and the open disposition to make it, not just from you, must be from the company too, and it is necessary to have some infrastructure to achieve it. Some resources are mainly courses and integration activities, meals, working lunches, but the main and most important things are those that will be done by you, even without any company support.



An important practice is to realize that with people slow is fast and fast is slow. In order to be good with the presents, we should never talk bad from de absents. And as much humor we can have, the better we will live.

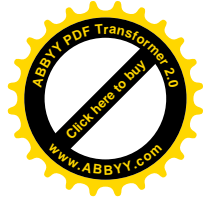
Many special dedication comments have been done from specialized writers, commenter, presenters and people who study people, but we must be aware that any approach to people will have its own risks, because people don't come with an included warranty. There is no way for you to know what is happening inside each one. And there is where the real challenge relies. The most important thing is to try to be better, making better other people. It is very important for me to feel that I am making a sudden change in people perception about me, about life, about work. I believe that we are actors and that we are victims of our own excesses. The approaches filled in this book are great and are easy to remember. They make sense, but the most important issue is to put them on, put them to work, start the engines and enjoy the results. With the people in my own job, I have been working on since I am brand new and with just 3 months in the company I feel that some of them feel a good impression towards me, but most of them, are not used to be treated with respect, with any attention, they have been working in fact for many years, but they have passed through rough experiences like being bought from other companies and be the ones that buy other companies also, so in that merges and acquisitions horizon they have been through, they don't have any established policy or code of conduct, so the HHRR area has a lot of work to do.

In my personal perspective and my professional goals, the adequate interpersonal relations are going to be an important issue. I like to work with people a lot, in fact if I can I like to help them through the process, but I always want to obtain something from each one I have worked with. Please don't misunderstood me, I don't want something material from the people, but what I really want to is to learn from them, to know them a little better, but it is not easy. What I pretend right now is to apply my previous 17 years experience helping my company to be a better team-oriented company, to suggest different techniques that have been useful to me in the past and to be an equalizer between what most of the people need and want and what the company needs of them the great advantage I see here is that as long as I have been a corporate director in my past business life, here right now I am occupying a less responsibility charge and meanwhile I earn an upgrade, I have entirely access to many of the intermediate & lower levels of the company, because at the time when you occupy higher positions and levels, the people make like a turtle protection.

They don't talk the same to you, they keep much important information for them and they inevitably work against the company that gave them the chance to work in. Why is that? Because they have many problems by themselves and unexplainably they want the company to solve their problems, before they solve the companies first. I know it is going to be a hard work, but I also think I am fortunate, because I enjoy working with people, all what they say, the huge difference between what they say and they do because they don't mean it really, all the corporate prejudices, weird communication and the many problems you have to deal with in order to make the company a greater one, who sale more, who have better people each time and all that stuff is what I was looking for.



Smiling often reflects a sense of humour and amusement. Shown here is a painting by Eduard von Grützner.



I am not working by coincidence in this company and waiting life to resolve my problems. I am working in this company because I choose it and as much as I am concerned, the better I understand the company, the better my own efforts will be to make it bigger, brighter and a better place to work in.

Don't forget what one person said: "Whatever you vividly imagine, sincerely believe, ardently desire and enthusiastically act upon... most inevitably come to pass" and if you want to be a charismatic director, which is mi goal, I will be one, but doing so with a sense of humor will be very best!

This charisma is needed in all the staff, with independence of the area in which all is functioning. The best for any of these agencies is to have a structured equipment or team of stockholders working on the business dedicated all day round. Why, because it is very important that all of them comprehends the problems of the company and help as if they were just one business unit. When the owners work everyday down the same business dome, they can find better ways to network. The confidence is one of the most important things in the service business, so they must really believe that the presence on different spaces, different scenarios for public relations and networking is the only way to succeed. As soon as a specific area starts thinking that each area must resolve their own problems, the distance will be growing in the company and the risk will be getting higher also. The problems will start when one area thinks that is better than the other or that the job they perform is more important than others. In that moment the imminent fracture will strike the future of the company. They will have to try a Buzz Marketing technique.

Buzz marketing is a viral marketing technique that attempts to make each encounter with a consumer appear to be a unique, spontaneous personal exchange of information instead of a calculated marketing pitch choreographed by a professional advertiser. Historically, buzz marketing campaigns have been designed to be very theatrical in nature. The advertiser reveals information about the product or service to only a few "knowing" people in the target audience. By purposely seeking out on-on-one conversations with those who heavily influence their peers, buzz marketers create a sophisticated word-of-mouth campaign where consumers are flattered to be included in the elite group of those "in the know" and willingly spread the word to their friends and colleagues.

Although buzz marketing is not new, Internet technology has changed the way it's being used. Buzz campaigns are now being initiated in chat rooms, where marketing representatives assume an identity appropriate to their target audience and pitch their product. Personal Web logs (blogs) are another popular media for electronic buzz marketing campaigns; advertisers seek out authors of the "right kind of blog" and trade product or currency for promotion. Instant messaging (IM) applications are also being looked at as a vehicle for carrying out buzz marketing campaigns with either humans or IM bots doing the pitching. As with all buzz campaigns, the power of the IM model relies on the influence an individual has in an established small network -- in this case, his buddy list. As technology continues to facilitate the delivery of a electronic buzz marketing message easier, and software applications make message deliveries easier to quantify, some advertising experts predict that electronic buzz marketing techniques will become a standard component in all cross-media advertising campaigns. Others warn that abuse of this potentially powerful electronic marketing technique will be its downfall.



There were times on which Buzzmarketing was considered as a casualty curious finding. Nowadays, many studies coincidentally agree to name it as a phenomenon, ten times more effective than the traditional advertisings, in an époque such as saturated of publicity as we are.

As Business Week magazine says, each time are more the companies that recur to the Buzzmarketing and pay attention to the information that consumers exchange, than the ones that don't, that in the future, the utilization of the Buzzmarketing will be the difference that distinguishes the Brands from others. As long as we give more importance to the testimonies from normal people, as long as the publicity continues being a big expense and that looks like is trying to lie to us, because the image and the drive of the information looks like false, the people will try to get back to the principles and the importance of the things we say, as people, will make the difference. I personally believe that the most important signals a company can send to the employees are not the ones that are published in the boards or with posters.

The most effective signals a Company can send to the employees are the ones that can de sent alone, one by one, personally, making the other person feel important to you and to the Company by that means. As long as we feel more comfortable being treated as humans, as people, as entities that always want to be taken seriously and pretend to impose some part of our thoughts and someone give us that treatment, even a Company, a Person, a Student or a big executive, the results will always be better and will be payable with more money, affection, good will or love.

There is no doubt that personal recommendations are more suitable, more direct and more effective if they come from a person we care, that is important to us and if we give some credit to, or... haven't you heard once in time that people loves being treated like people? ... would you mind yourself in recommending this book to a friend, with the true joy and hoping that he/she learns from it as much as you and really enjoy it?

7. THE PROMOTIONAL SALES APPROACH

The "Promotional Sales Approach" as I can define it after being working in the promotional and sales marketing industry for 17 years is a : "Real Customer First" orientation service and an influential strategic discipline that allows to create long term win+win relations.

First I have to define what I feel a Customer is, because it can be defined differently according to the moment this difficult task is done. For example, I would like to try to compare it to a girlfriend and to our own baby, while sometimes it can be defined as a marriage or just a simple commodity.

