



Gbadebo Olubunmi Adejumo

# COMMUNICATION SKILLS AS DETERMINANTS OF PERFORMANCE AMONG MARKETERS

ESSENTIAL LIFE SKILLS WHICH ARE CRITICAL TO  
MARKETING



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## CHAPTER ONE

### INTRODUCTION

#### 1.1 Background to the Study

Communication is the fundamental building block of marketing. It alters and shapes relationships and interactions. An understanding of interpersonal communication is an essential ingredient in cooking up good relationships. Marketing requires good relationship with customers either old or potential. Zeithaml, Pasuraman and Berry, (1990), Bowen and Lawler (1990), Reichheld and Kenny (1990) and Schlesinger and Heskett (1991) cited the need for customer-contact personnel to "take responsibility, think for themselves and respond well to pressure from customers" (Schlesinger and Heskett, 1991). Schlesinger and Heskett (1991) further emphasized the importance of training and support in "communication, performance management, team building, coaching and empowerment" for front-line workers and their managers. Both Reichheld and Kenny (1990) and Schlesinger and Heskett (1991) found that companies that exhibited these policies and attitudes experienced not only higher customer retention but profits.

Marketers have traditionally spent the majority of their time communicating in one form or another (meetings, face-to-face discussions, letters, e-mails, reports, etc.). Today, however, more and more marketers find that an important part of their work is communication. Moreover, a sea-change in communication technologies has contributed to the transformation of marketing structure. For these reasons, communication practices and technologies have become more important in all marketing activities.

Failure to communicate is equal to failure to negotiate. Interpersonal skills are those social communications and interactions that are done to reach certain results. As a marketer, interpersonal skills are vital because you want the customer to feel comfortable enough to purchase what you are selling. You can have a great product but lack the needed skills to sell it. In some cases, your product may not be what the consumer needs, but because of your interpersonal skills you are able to sell the product. It's good to know some sales techniques, even if you don't work in a formal sales role. Whether you're trying to convince a new person to join your organization, or describing a new product to a client over a catch-up call, knowing how to sell is a great ability to have, and it's one that's sure to be respected strongly within your organisation. This is one book that presents the findings of research work on communication skills. This book presents results of research work on communication skills and performance among marketers.



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