

## **The Need for Internal Marketing**

*The following is an excerpt from a monthly 'performance' one-on-one meeting. Regular communication, teamwork, and individual motivation are important factors in the success of internal marketing.*

*Review the following discussion. Who do you think is at fault? How can this situation be improved for the future?*

### **From the monthly 'Performance' one-on-one meeting**

**Jackie:** Hi John, as you know I'm here for your monthly performance assessment.

**John:** Good, because there some issues that I would like to discuss.

**Jackie:** Well, that suits both of us, because I would like to discuss a number of concerns I have with your performance last month.

**John:** What do you mean?

**Jackie:** First of all, in week one, your store's sales were 50% below target.

**John:** That's because purchasing didn't organize the weekly deliveries. Therefore, our sales were down because our biggest selling items were out of stock.

**Jackie:** So, what did you do about it?

**John:** I rang purchasing EVERY day. They said they were very busy and would chase it up when they got a chance, which apparently took a week.

**Jackie:** OK then, another concern I have is that your daily report hasn't been emailed to me for more than a week.

**John:** That's an IT problem. Our email is down. I've rung them twice about it. All they said is that they are working on a project and don't have spare resources to fix it.

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### **Student Discussion Questions**

1. Who/what is to 'blame' in this situation/s? Why?
2. Does it really matter who is mostly at fault?
3. How can this problem/s be fixed for the future?
4. Should Jackie and John try to adopt a more of a 'partnership' working arrangement?
5. Discuss why and how the marketing function should be involved in these kinds of issues.