

# **AGRICULTURAL ADVISORY SERVICES MARKETING AND ITS SPECIFICITIES**

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Advisory activity (consulting) is nowadays considered as an inseparable infrastructural element of the market economic system. It's a powerful sphere of agricultural policy in many developed countries, leading role of which is associated with essence of an intellectual product, which is formed by advisory services for clients in order to enhance competitiveness, helping to mobilize potential and use of existing opportunities to improve a level of efficiency of farming.

In terms of marketing agricultural advisory services, it can be defined as a process designed to help clients learn about services, assess the ability of consultants to solve different problems, and clients to buy information and consulting services.

Marketing of consulting services differs considerably from marketing of consumer goods - it is connected with a feature of the product "consulting service" as an innovative product. Even F. Kotler wrote that service marketing is a special area. Below are some unique characteristics of this activity:

1) impalpability - a client is able to assess quality of consulting services only after completion of a project. In fact, a client buys a name of an organization, consultants' knowledge and experience. In other words, a client is taking risks;

2) inseparability from a source - a product that an advisory services sell is knowledge of specialists;

3) variability of quality - quality of advisory service depends on professional experience of consultants, their education, and practical skills;

4) perishability - advisory services cannot be saved. Services change their tendency and specificity over time and external changes [2].

Important in the marketing of consulting services is a constant

monitoring of the needs of different categories of clients, study and forecasting of the market of innovative products, potential customers, partners, competitors and development of measures and methods to promote innovation, the definition of effective pricing policy. Marketing of consulting services has three main segments of focus: attracting new clients, retaining and building relationships with existing clients and resuming former clients' appeals. The most important in this case is an individual approach to the client, creating an impression of desire, peculiarity and importance in his appeal. The basic principles of marketing consulting services include:

- user orientation;
- flexibility and comprehensive observance of the client's interests, their comprehensive support;
- professional management and clear prioritization;
- quality and serviceability;
- dynamics;
- market expertise.

In agricultural advising, the development of a marketing strategy should take place in three directions - external marketing, internal marketing and interaction marketing. Since the most valuable sales product is the knowledge of specialists, great attention should be paid to such a tool as internal marketing. It includes: work with personnel, improving educational level and communication skills, obtaining special certificates of expert-adviser [1].

A key to success of consulting organizations is combination of consulting professionalism and marketing competence. These concepts form competitive status of an agricultural advisory organizations. Constant satisfied clients, good reputation of a company, its image, directly related to marketing orientation of a company are components of success of consulting business.

### **References**

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- 2) Shamanska, O.I. and Titarenko, O.M. (2015), "Agricultural consulting: essence and features of realization", Ekonomika. Finansy., no. 1, pp. 44-50.



