

and positive emotions in combination with the necessary, high-quality purchase will contribute to raising the mood for both the child and parents

Result of the fourth level – 20-25 rubles per pair.

When buying a particular product, people tend to think rationally in most cases, choose the most beneficial offers, and the emotional side of the question remains somewhere on the sidelines. If we consider behavior from the position of the child, then the child's psyche is in pursuit of new impressions, sensations, emotions, which is required.

It's no secret that domestic consumers tend to have more confidence in foreign producers and put the purchase of such goods in priority. In order to solve this problem, Belarusian producers need to think that in the face of a huge variety in the market of goods and services for the consumer, it becomes essential and important not only to purchase goods with a certain practical purpose, but to receive along with the purchase positive emotions.

Do not limit yourself to declaring yourself through traditional intrusive advertising, and the emergence of a culture of impressions as an alternative and effective sales option in order to evoke a response from the consumer.

The development of the Belarusian business in such directions in the period of pursuing the attentiveness and trust of as many consumers as possible using the economy of impressions will entail both a consumer satisfaction point and an increase in the profit of organizations.

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THE MOTIVATION AS A FACTOR OF COMPANY DEVELOPMENT AND ITS PERSONNEL POTENTIAL

Motivating employees is vital to any business. A motivated workforce means a highly productive staff, all of which will help an organization to achieve its goals. Lots of research has shown the relationship between employee satisfaction and a company success. That is why it is the topic of great importance nowadays.

Basically Personnel management has certain goals to fulfill which includes:

1. Creating a congenial and healthy environment for employees or workers;
2. To bring about organizational and human resource development through training, development programmes or even managerial succession planning;
3. Adopting best techniques to bring best possible development of workers [1].

Since the beginning of man's socialization people have been attempting to understand what motivates an individual or a group to act in the manner they do. The first few theories of motivation viewed man as a simple animal to be manipulated and controlled. Contemporary theories envision workers as large and often untapped reserves of skills, ideas, and other potential benefits to an organization [2].

A high ability to motivate the leadership is therefore one of the core competencies of any successful business. An incentive is some form of financial encouragement given to a staff. Such promotions are used by management as motivation factor and take the form of:

1. Bonus Schemes: Bonus is an incentive payment and it is paid in addition to the normal wages and salaries of employees;
2. Commissions: The commission rate is determined and the number of units sold multiplied by the rate;
3. Gains sharing Plans: The money was derived from increased output, which is distributed between management and employees [1].

Many employers prefer to save the financial incentives till better times. Non-monetary means of motivation come to the foreground.

It is important to give people the opportunity to grow. Therefore, many organizations send their staff to additional training to increase their qualification without any additional costs.

Some companies gift their employees with what they sell and thus employees have an excellent opportunity to study all the properties of the commodity.

Many organizations motivate their employees with regular competitions figuring out who made the "best sell" or who is "the most efficient employee of the month".

When it comes to motivating employees, Google stands out from the rest. "Companies like Google have invested more in employee support and employee satisfaction has risen as a result. For Google, it rose by 37%. Under scientifically controlled conditions, making workers happier really pays off," said Professor Andrew Oswald from the University of Warwick who led the research on how employee happiness relates to employee productivity.

Google's model of motivation and leadership topples traditional leadership theory which focuses more on results than on the people who deliver those results. The company's work culture is true to its philosophy: "To create the happiest, most productive workplace in the world" [3].

Just like other companies, Google offers the usual extrinsic benefits such as flex spending accounts, no-cost health and dental benefits, insurance, vacation packages and tuition reimbursements. However, Google is better known for some really distinctive and "more than just attractive" perks and benefits:

- The company provides its employees with a volleyball court and gym. They believe that combining work and fun would bring the employees to their best status.
- The office designs in the company are also mainly done by the employees. Unlike traditional designs, Google's designs are done to help its employees come up with creative ideas that can help the company. To create the perfect workspaces, everything from ceilings and floors to the impact of different colors are analyzed.
- Lunch and dinner is available free of charge every day, being an assortment of delicious but healthy meals, prepared by gourmet chefs.

The following ways to motivate staff should be mentioned as well:

Federal Express in Memphis wrote on the nose of each aircraft, which bought it, the name of a child of an employee. The company introduced a raffle through to select the name, and flew the child's family to be baptized in the manufacturing plant.

Zephrin Lasker, CEO of Pontiflex, a 60-person mobile app ad shop in Brooklyn, converted a room of computer servers into a napping retreat equipped with a small couch, plants, art, carpeting, and "soothing blue" paint on the walls. "I'm a huge believer in napping," Lasker says. "It helps people recharge, and personally, it helps me think more creatively" [4].

To summarize, we can say that ensuring high productivity and efficiency in employees with non-monetary ways can be done in any company with a deliberate and practical approach of the Manager. And with such a motivated team you can bring the company to a new level.

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