

Sales Promotion

Sales promotion offers short-term incentives to encourage purchase or sales of a product or service.

It offers
a reason
to buy **NOW!**



Types of Promotions

Consumer Sales Promotions	Business-to-Business Sales Promotions
Coupons	Trade shows and conventions
Sweepstakes or contests	Sales contests
Premiums	Trade and advertising allowances
Rebates	Product demonstrations
Samples	Training
Loyalty programs	Free merchandise
Point-of-purchase displays	Push money

Apply what you learned

Which of the sales promotion tools described on the previous screen would be best for stimulating sales of the following products or services?

-Gummy Bears new Black Cherry Flavor

-Proctor & Gamble's efforts to bundle laundry detergent and fabric softener together in a combined marketing effort

-Outpost.com attempting to help consumers remember what it sells as well as its web address

Public Relations

Public relations involves building good relations with the company's various publics by getting favorable publicity, building up a good corporate image, and handling or heading off unfavorable rumors, stories and events.



Major Public Relations Tools

Lobbying

News

Web Site

Written Materials

Speeches

Special Events

Public Service Activities

Corporate Identity Materials

Audio-Visual Materials

Organizing a Sales Force

Exclusive territory to sell the company's full product line.

Sales force sells only a portion of the company's products or lines.

Sales force sells only to certain customers or industries.

Sales force form is a combination of the other structures.

The Selling Process

1. Prospecting
2. Qualifying
3. Preapproach
4. Approach
5. Presentation
6. Handling Objections
7. Closing
8. Follow-up



Product Placement

Example 1

Example 2

Factors to consider when setting prices

External Factors

The market

Demand

Competition

Economic conditions

Government regulations

Social concerns

Internal Factors

Marketing objectives

Marketing mix

Costs

Pricing Approaches

cost-based pricing

value-based pricing

competition-based pricing

market-skimming pricing

market-penetration pricing

product line pricing

psychological pricing

promotional pricing

geographical pricing