

Sales Promotion

Sales promotion is an important method of promotion used to supplement and coordinate advertising and personal selling. According to the American marketing association " Sales promotion includes those marketing activities other than personal selling, advertising and publicity, that stimulate consumer purchasing and dealer effectiveness such as displays, shows and exhibitions, demonstrations and various non-recurrent selling efforts not in the ordinary routine".

Sales promotion includes activities like distribution of free samples, premium on sales, trading stamps, dealer incentives, fair and exhibitions, fashion shows, prize contest, etc.

Purpose or objectives of sales promotion

- To introduce new products.
- To increase sales during slack season.
- To attract new customers.
- To improve the public image of the firm.
- To popularize a brand name.
- To assist the salesman and the dealer.

Techniques of sales promotion

A wide variety of techniques are used in sales promotion. The following are the some of these techniques:

- Free samples: Free samples of smaller size may be distributed to a few selected customers especially for introducing a new product. It provides an opportunity to the customer to test the suitability of the product before they actually buy it. Distribution of free samples is a way of introducing new products such as soaps, cosmetics etc.
- Coupons: Sellers issue coupons to prospective buyers through newspapers direct means dealer's package doctor salesman social media only pages, etc to promote the sale. The coupon holder gets a discount or offer at the time of purchase by presenting the coupon to the retailer.
- Premium or bonus offer: The retailer may offer premium or bonus on the purchase of a specified product such as a free bucket on the purchase of detergent powder. Premiums are used in the case of consumer goods.
- Prize contest: In this method, consumers are given rewards for prizes for analytical and creative thinking about the product in the form of slogan writing, sentence completion, problem solving, quiz, etc. Rewards are given to successful contestants in the form of cash, goods or free travel, etc. These contests are held through newspapers, magazines, social media or television.