

UNIT - 3

Types and Methods of Sales Promotion

a) Consumer Promotion Methods.

It is a sales promotion marketing technique that is used to persuade customers to purchase a product.

The promotion is 'typically' last for a set period of time and are used to achieve 'specific' purpose such as increasing market share or introduce a new product or selling more and more product.

* Types of consumer promotion methods

i) Free Samples :-

It is strategy use to introduce new products to the market place free

Samples are given to the consumers.

ii) Customer Contest :-

In this method contest are field between the customers and the customer who when a gets a first price.

iii) Discount :-

Under this method the price of the good is reduce.

iv) Lucky Draw :-

Under this method the customer of a particulare product are given gives on a fixed date.

v) Full finance :-

Under this method some money is paid on the rest amount is financed by the company.

(Trade) b) Dealers Promotion methods

It is also known as trade promotion under this method the product are sold through the wholeseller and Retailer.

In this the new products are introduced in the market

* Types of Dealers Promotion method

i) Discount :-

Under this method the price of the good is reduce.

ii) Premium :-

It means cash or gifts are given to the dealers to push a new product.

iii) Sales Contest :-

Increase sales over a period of time
exa:- Holiday trips and cash prizes.

d) Manufacturer's Sales force Promotion Methods:

A 'Significant' amount of a company sales promotion efforts is aimed at the companies on sales force. The idea 'behind' such activity to make the salesman efforts more effective.

The role of salesman is very important. The idea of sales force promotion is to make the salesman efforts more effective.

* Types of Sales force promotion methods:

i) Contest :-

Contest it stimulates salesman to sell more products and it will help a salesman to become best in the organisation.

Salesman who will come first
~~to~~ he will be given prices.

ii) Sales meeting :-

Meetings are conducted for educating - inspiring, and rewarding Salesman.

iii) Bonus :-

This is an Incentive given to the Sales people to sell more products and to cross the targeted sells.

iv) Commission :-

Sellers are offered more commission by offering cash benefits to the Sales person.

v) Combined Promotion Method :-

Sales promotion, consumer promotion method, and trade promotion method are 'applied'. The first is consumer promotion method which motivate

consumers to purchase and the second trade promotion method increase the business.

* Types of Combined Promotion Methods.

i) Free Samples :-

It is strategy use to introduce new products to the market place free samples are given to the consumers.

ii) Customer Contest :-

In this method contest are held between the consumers and the customer who when a gets a first prize.

iii) Discount :-

Under this method the price of the good is reduce.

iv) Lucky Draw :-

Under this

method the customer of a particular product are given gives on a fixed date.

v) full finance :-

Under this method some money is paid on the rest amount is financed by the company.

vi) Premium :-

It means cash or gifts are given to the dealers/traders to push a new products.

vii) Sales Contest :-

Increase sales over a period of time.
ex:- Holiday trips and cash prizes.

f) Export Sales Promotion Methods

In this types of methods the good which are exported to the other countries are given cash benefits and prizes are given.

* Types of Export Sales Promotion Methods.

i) Discount :-

Under this method the price of the good is reduced.

ii) Concession :-

In this types of method the cost involved in making a product will be charge at reduce prices.

iii) Bonus :-

This is an 'incentive' given to the sales people to sell more products and to cross the targeted sales.

iv) Technology :-

for five years free technology.

v) Labour cost at minimum.

vi) Subsidy.