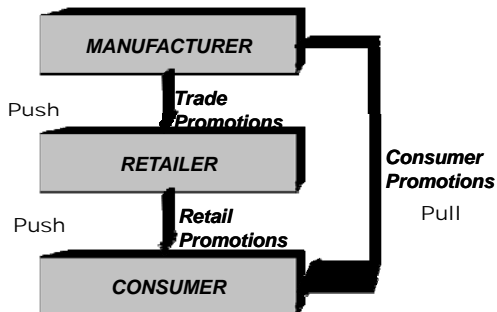


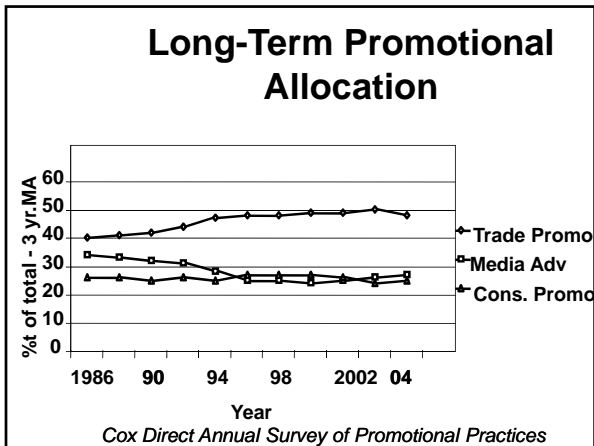
Managing Sales Promotion

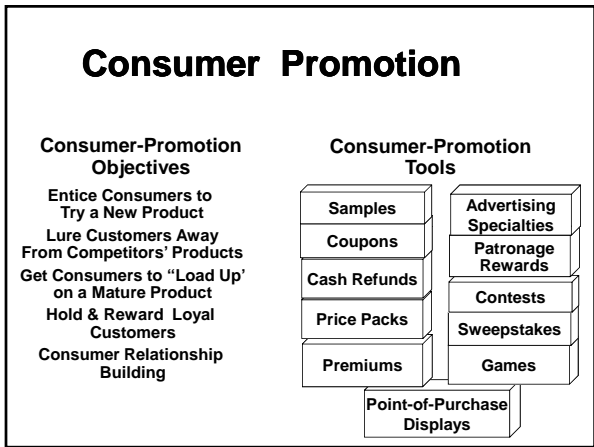
■ **Sales Promotion:** An activity and/or material that acts as a direct inducement to resellers, businesses, or consumers to buy certain quantity of a particular brand.

Why the Increase in Sales Promotion?

Channels of Sales Promotions









Business-to-Business Promotion

Business-Promotion Objectives

- Generate Business Leads
- Stimulate Purchases
- Reward Customers
- Motivate Salespeople

Business-Promotion Tools

- Conventions
- Trade Shows
- Sales Contests

Managing Sales Promotion

Decide on the Size of the Incentive

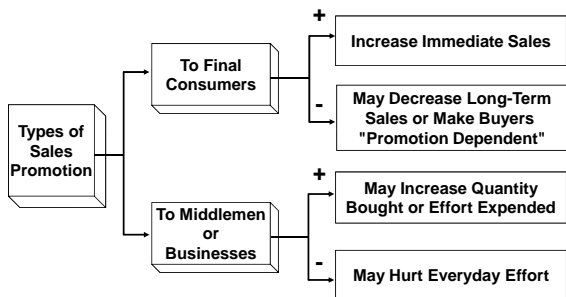
Set Conditions for Participation

Determine How to Promote and
Distribute the Promotion Program

Determine the Length of the Program

Evaluate the Program

Advantages and Limitations of Different Types of Sales Promotion



Steps in the Selling Process

Step 1. Prospecting and Qualifying

Identifying and Screening For Qualified Potential Customers.

Step 2. Preparation

Learning As Much As Possible About a Prospective Customer Before Making a Sales Call.

Step 3. Approach

Knowing How to Meet the Buyer to Get the Relationship Off to a Good Start.

Step 4. Presentation/ Demonstration

Telling the Product "Story" to the Buyer, and Showing the Product Benefits.

Steps in the Selling Process

Step 5. Handling Objections

Seeking Out, Clarifying, and Overcoming Customer Objections to Buying.

Step 6. Closing

Asking the Customer for the Order.

Step 7. Follow-Up

Following Up After the Sale to Ensure Customer Satisfaction and Repeat Business.

Sales Tasks:

Find 'em

Grab 'em

Show 'em

Answer 'em

Sell 'em

Keep 'em

Managing the Sales Force

