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The surging price of gold
"The Sparkling Metal"



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CONTEMPLATE SALES PROMOTION FOR SUCCESSFUL BUSINESS

Introduction :

Sales promotion consists of a diverse collection of incentive tools, mostly short term, designed to stimulate quicker and / or greater purchase of particular products/services by consumers or the trade.

Sales Promotion is an important method of promotion which supplements personal selling and advertising effects. According to American Marketing Association 'Sales promotion includes marketing activities, other than personal selling, advertising such as displays, shows and exhibitions, demonstrations, recurring selling efforts which are not in the ordinary routine.' Sales promotion includes free samples, premium on sales, sales and dealer incentives, contests, fair and exhibition public relations activities etc.

Sales promotion includes marketing activities, other than personal selling, advertising such as displays, shows and demonstrations and various non-recurring selling efforts which are not in the ordinary routine.

manufacturer and create brand image in the minds of consumers and users. The sales promotion devices at the point of purchase stimulate the customers to make purchase promptly on the spot.

Benefits of Sales Promotion :

- ◆ Spreads information
- ◆ Stimulates demand
- ◆ Customer satisfaction
- ◆ Stabilization of sales volume
- ◆ Create product identity
- ◆ Performance appraisal criticism of sales promotion

Why is Sales Promotion Criticized :

No real incentives : The incentives offered through sales promotion schemes are fictional and not real. It is said that manufacturer will realize the cost of their incentives by raising the price of goods.

- ◆ Increases sales in slack season

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and shipping the surplus to nondesert regions, and manufacturers are trying to handle forward buying and dealing by limiting the amount they sell at a discount or producing and selling less than the full order in an effort to will come. All said, manufacturers feel that promotion had become a nightmare. In both promotion had become a nightmare, manufacturers of deals (off-invoice, street price), manufacturers of deals (off-invoice, street price) is complex to administer, and the manufacturers lose money for the most part. Manufacturers describe trade promotion in the following way.

Business-Promotion Tools:

Companies spend huge amounts on business promotion tools. These tools are used to gather business leads, impress and reward customers, and stimulate the sales force to greater effort. Companies typically develop budgets for each business promotion tool that vary fairly close from year to year.

Major Business-Promotion Tools :

Trade Shows and Conventions : Industry associations organize annual trade shows and conventions. Firms selling products and services to the particular industry buy space and sign booths and displays to demonstrate their products at these shows. Trade show help companies reach many prospects who could not be reached through their sales forces. About 90% of a trade show's visitors see a company salesperson for the first time.

Sales Contests: A sales contest is a contest involving the sales force or dealers, aimed at motivating them to increase their sales results over a set period, with prizes going to those who succeed. A majority of companies sponsor annual or more frequent sales contests for their sales force. Called incentive programs, they are designed to motivate and to give recognition to good company performance. The good salesmen may receive trips, cash prizes, or gifts. Some companies award points for salesmen, which the received can turn into a variety of prizes. Incentives work best when they are tied to measurable and identifiable sales objectives (such as finding new

accounts, reviving old accounts) which employees feel they have an equal chance. Otherwise, employees who do not think their goals are responsible will not take up the challenge.

Specialty Advertising: Specialty advertising consists of useful, low-cost items given by sales people to prospects and customers without obligation and which bear the company's name and address and sometimes an advertising message. Common items are ballpoint pens, calendars, cigarette lighters and memo pads. The item keeps the company's name before the prospect and creates goodwill because of the items utility. One survey indicated that over 86% of manufacturers supply their salespeople with specialty items.

Conclusion :

Evaluation is a crucial requirement, and yet according to a researcher "evaluation of promotion programs receives...little attention. Even where and attempt is made to evaluate a promotion, it is likely to be superficial". The also stimulated more purchasing by existing customers. In spite of these sales promotion will continue to play a growing role in the total promotion mix. Its effective use will require defining the sales promotion objectives, selecting the appropriate tools, constructing the sales promotion program, pretesting it, implementing, and evaluating the results. The sales promotion only altered the time pattern of demand rather than the total demand. The promotion may have covered its cost but more likely did not.

Sales promotions can also evaluate through experiments that vary such attributes as incentive value, duration, and distribution media. Beyond these methods of evaluating the results of specific promotions, management must recognize other potential costs and problems. There are many points to be discussed conceptually to state that sales promotion will have its impact on sales if high priority is given for customers need and demands. Then we can see a great change into sales promotion.