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SALES PROMOTION

Sales organization is the final stage of the production cycle. In a market economy it is one of the most important stages of the whole company and every employee in particular.

Sales promotion - is a set of marketing activities aimed at encouraging consumers to purchase products or services of the company in the near future. Sales promotion in companies is represented as promotions (BTL and ATL), loyalty programs and customer retention, event-activities, merchandising, bonus schemes, exhibitions and fairs.

Sales promotion affects all members of the distribution chain from the distributor and the end consumer. There are programs designed to encourage buying activity of each level of the chain.

Sales promotion in the channel includes presentations of products and services, development of commercial equipment for better presentation of the product to the end consumer, incentive programs for distributors, supervisors, sales representatives. In order to develop an effective program it is necessary to analyze the effectiveness of previous programs, to find out the needs and expectations of the motivational sales subject.

Information about the programs stimulating buying or improving of customer satisfaction, is located on the packaging of products, promotional materials, POS-materials, commercials on television and radio. Such information can be passed by special consultants (distributors), promoters - during the campaign, consultants - at exhibitions and fairs, controllers - the "hot lines."

Sales promotion, of course, includes a variety of competitions, which are held in the store. For example, "a competition of design" in the supermarket. This event can pursue the following objectives: to attract customers to the store, to inform customers about new products and to create positive attitude towards the company. Parents who bring children to this competition can make purchases and get information about new products and services. At the same time they will get a kick out of the store took care of their children, their work and presented gifts.

Presentation of the product at the time of purchase is also a tool of the promotion, which is often used in fast-food chains. For example, sellers of "McDonalds" before the knock out a check for a purchase are sure to offer a range of additional products that will increase the amount of the order. If the form of giving this information unobtrusive and polite, the consumer perceives it positively and often buys recommended product. Thus, investments in training techniques to

stimulate sales in the moment of contact with the consumer are paying off and allow the company to increase profits.

The use of entertainment and sports events as sales promotion shall be held as often as stocks, but their effectiveness is well justified. Besides the fact that they have a significant impact on sales, they also carry a large image making load. Positive emotions, which gets the consumer or buyer attending a concert or participating in sports relay race, in the future create positive association with the organizing-company (customer).

Personal sales are an important tool for the promotion, focused on the formation of optimal contact with the consumer at the time of selling his goods or services.

Promotion tools mentioned above include complex promotion of products and services. Thus, management promotion - is coordinating and balancing of various marketing tools in order to stimulate additional sales, create a positive image, attract new customers.

Career management should be combined with the overall marketing objectives of the company and contribute to their achievement.