## SALES PROMOTION



Sales promotion is a marketing tactic used by companies to temporarily boost demand for products. B2B businesses use this kind of sales strategy, often, to increase demand temporarily.

## **Objectives of Sales Promotion**



To increase lead flow



To sell new products



To achieve sales targets



To upsell/ cross-sell customers



To clear inventory



To break into new markets



To beat intense competition

"How you sell is more important than what you sell."

- Andy Paul

It pushes people to take action and makes price a decision-making factor

DISCOUNTS & **OFFERS** 

It helps break the barrier when it comes to product trials as most consumers hesitate to buy new products.

**FREEBIES** 

TYPES OF **SALES PROMOTIONS** 

The customer gets a combination of products for a price less than what he were to pay if he bought them individually.

BUNDLING

**REFUNDS** 

A limited-period refund guarantee can help you push sales by reducing that barrier to trial.

ADD-ON **BENEFITS** 

It includes free shipping, free service & extended warranty, and is a good way to push a deal towards conversion.

## **Preparing For Sales Promotions- A Checklist**



Having a known **Process in** place



**Understand** the **Prospects** and their **Drivers** 



**Understand** Sales **Promotion** and its **Boundaries** 



**Know the** Legalities of the **Promotion**