

# 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



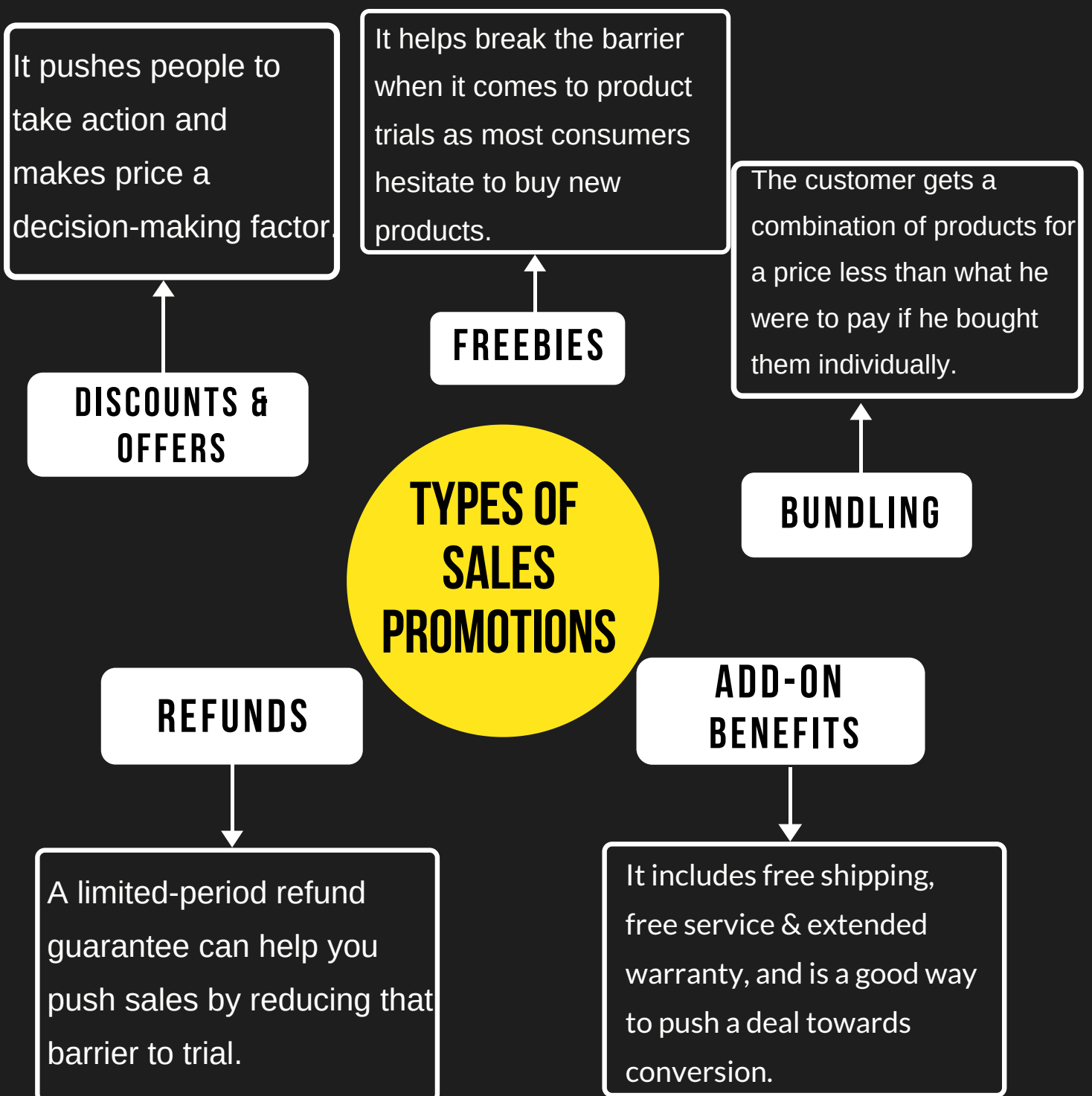
To break into new markets



To beat intense competition

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

- Andy Paul



## 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