

## **Promotion**

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#### **1. What is Promotion? Explain the importance of promotion.**

Ans:- Promotion is the component of the marketing mix that informs, persuades, and reminds the market about the firm and its products. One of the most crucial components of the marketing mix is promotion. Right product and price won't mean anything if target customers are unaware of it.

According to **Philip Kotler** "Promotion includes all the activities the company undertakes to communicate and promote its products to the target market."

Once the goods are produced; likely customers must be communicated about the products and persuaded them for acceptance. Customers will not accept things unless they are convinced of the products' utility and features. Promotion is an attempt to positively affect them.

#### **The importance of Promotion:-**

Ans:- The primary importance of promotion is explained briefly:-

##### **i. Build awareness:-**

Ans: One of the most important aspects of promotion is that it helps customers become more aware of products and services. New products and companies are often unknown to the market.

- . Reach customer
- . Tell the customer who they are and what they have to offer

##### **ii. Communication:-**

Ans:- Promotion provides information to the customer about the firm and its product. Communication is thus another key importance of promotion. Promotion communicates a number of information to the customer.

- . Features, benefits, and use of the product;
- . Producer or seller;
- . Price and place, etc. and
- . Availability

### **iii. Create interest:-**

**Ans:-** A likely customer being aware of a product does not necessarily lead to sales. In this reference, promotion creates interest among the customer so that an exchange relationship with the firm is developed.

### **iv. Persuade:-**

**Ans:-** Customer awareness of the product will be meaningless if they aren't persuaded by it. Customers must be persuaded to purchase the merchandise. Promotion persuades customer to make the purchasing decision in favour of the product.

### **v. Remind:-**

**Ans:-** Once the products are communicated, it may not serve the market for always. Because there are so many competing products on the market, consumers may forget about the products. The major purpose of reminding customers is to keep them loyal to the brand.

### **vi. Entertain:-**

**Ans:-** Modern age is the age of glitz and glamour. Customers are no longer swayed by simple communication and persuade. They are looking for some entertainment value in the communication and persuasion process. Music, dance, songs, arts, theater, attractive figures, or a combination of all are used in promotion to present items in a beautiful and entertaining way.

### **vii. Value building:-**

**Ans:-** Promotion is crucial in adding value to the products produced by the firm. Customers frequently perceive the firm's goods as superior to those of

competitors as a result of the advertising. When a company establishes positive value in the minds of its customers, it can simply sell its goods.

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### **ix. Value building:-**

**Ans:-** Promotion is crucial in adding value to the products produced by the firm. Customers frequently perceive the firm's goods as superior to those of competitors as a result of the advertising. When a company is able to create positive value in the minds of its customers, it can simply sell its goods.

## **2. What is Advertising?**

**Ans:-** Advertising is the presentation and promotion of ideas, goods or services by an identified sponsor. Advertising is the responsibility of giving consumers with the required information about the quality, features, price, utility, and importance of goods or services through various forms of advertising such as radio, newspapers, magazines, television, and other media. Advertising is used to supply consumers with useful product information. The promotion mix includes a significant amount of advertising.

According to **W.J. Stanton** "Advertising consists of all the activities involved in presenting to an audience a non-personal, sponsor-identified, paid-for message about a product or organization."

Advertising, when compared to other forms of promotion, plays a larger part in any business organization since it can reach and impact a larger number of customers in a short period of time. Furthermore, it can be employed in a variety of ways, and it has appeared in a range of media.

## **Features of Advertising:-**

**Ans:-** The key features of advertising are explained briefly.

### **i. Information in action:-**

**Ans:-** The primary aspect of advertising is to disseminate information about firm and products to the probable customer. Advertising, regardless of the media outlet employed, is informative in action in this regard. Advertising conveys information about a product's price, characteristics, applications, and manufacturer's name, among other things. Customers can make a purchasing decision using the information offered by advertising.

### **ii. Paid form:-**

**Ans:-** One of the salient features of advertising is that it is a paid form of communication. For advertising a product through different media tools, one must pay a certain amount of charge. The charge paid determines the attributes of the advertising.

### **iii. Identified sponsor:-**

**Ans:-** The primary purpose of all advertising is to make customer aware of the firm and its products. Advertising identifies a sponsor in this way. A sponsor's identity is determined by his name, brand, and other factors. We recognize the sponsor every time we see, hear, or watch an advertisement.

### **iv. Non-personal presentation:-**

**Ans:-** Explaining this feature in artistic form, one can say that advertising is a monologue not a dialogue. Advertising is of purely non-personal in nature. In this interaction, face to face or contact or talks between people does not take place.

### **v. Persuasive:-**

**Ans:-** Advertising is persuasive in nature. The main goal of advertising is to encourage customers to buy a certain product. Its goal is to transform the customer's attitude, behavior, and perception of the company and its

product in a positive way. As a result, advertising has a strong psychological impact on customers' purchasing decisions.

#### **vi. Mass communication:-**

**Ans:-** Advertising caters to a large number of customers simultaneously. In this regard, it is mass communicative.

### **3. What is personal Selling? Describes the sales process of indoor sales persons.**

**Ans:-** personal selling refers to a process of persuading a potential customer to purchase a goods or services through the use of oral communication. Personal selling can be done in person or over the phone. Personal selling, or personalized selling, is another term for personal selling. Personal selling necessitates a larger degree of human resource management than any other method of promotion. Personal selling is an essential component of every marketing strategy.

According to **Philip Kotler** " Personal selling is a broader concept and involves oral presentation in a conversation with one of more prospective purchase for the purpose of making sales."

In today's world, most businesses hire personal salespeople. The conversation occurs between the salesman and the customer in both circumstances.

#### **The process sales of indoor sales persons are as follow:-**

##### **i. Drawing attention:-**

**Ans:-** Indoor sales should attract the attention of customers towards his shop to have effective selling. This is because indoor salespersons are people who sell their items by setting up a shop in a specific location rather than visiting consumers' homes. The counter should be attractive, and so on. Not only that, but during his time in the shop, the salesperson should be lively and beautiful.

##### **ii. Reception:-**

**Ans:-** After drawing the attention of customer, indoor salespersons should be aware of receptor. When a customer walks into a store, he or she should be greeted correctly since "first impressions are lasting impressions." Customers should be given a space to sit and hot/cold drinks should be provided according to the weather.

### **iii. Inquiry:-**

**Ans:** After giving customers a warm welcome, salespeople should inquire about their wants and desires in a courteous manner. Similarly, salespeople should inquire about the product's varieties, colors, and other features. In doing so, salesperson shouldn't ask unnecessary questions which touch their sentiments.

### **iv. Demonstration of goods:-**

**Ans:-** After completing the inquiry process, salespersons now have to show the different goods according to their wishes. Customers should be informed on the characteristics, uses, advantages, and downsides of goods by salespeople. Customers will be delighted and satisfied as a result, and they will purchase the goods.

### **v. Meeting objections:-**

**Ans:-** After having demonstration of goods, customers may have doubt about price, quality, and durability of product. As a result, salespeople should dispel all of the consumers' doubts. If they have any doubts about the pricing, salespeople should show them a price list. Similarly, if there are any rumors floating around regarding the company, it should be made clear to the customers.

### **vi. Selection of goods:-**

**Ans:-** After having all kinds of information and objectives, customers now can begin to select the goods. Salespeople should not press customers to buy products throughout the choosing process. Instead, salespeople should assist individuals in making purchases based on their purchasing capacity and desires.

#### **vii. Additional sales:-**

**Ans:-** When customers have finalized their selections, the buying procedure begins, and if the customers pay for the goods, salespeople should ask them to purchase additional items connected to their selections while compiling the bill. This type of request should be made based on the customer's spending power and purchase habits. This type of request is known as suggestive sale.

#### **viii. Seeing off with praise:-**

**Ans:-** When customers fulfill their wants and desires as well as purchase the additional goods then the selling process ends. But the role of salespersons doesn't end here. After these things salespersons should admire the customers and their choices. Finally, the salespersons should say please visit again to the customer.

#### **4. Explain the Qualities of a Good Salesperson:-**

**Ans:-** The qualities required of a salesperson also vary from situation to situation. Nevertheless, some of the common qualities which are often found among the effective salesperson are described as follows:-

##### **i. Personality:-**

**Ans:-** A salesperson should have good personality. The term "personality" refers to a variety of characteristics such as physical appearance, speech pattern, voice, posture, health, and habits. A salesperson's health is important because it determines how effective he is. His tone of voice should be clear.

##### **ii. Mental qualities:-**

**Ans:-** An effective salesperson must possess certain mental qualities like imagination, foresightedness, presence of mind, strong memory power, and initiative. A salesperson that is intelligent enough to understand the nature of the prospects and perceive their requirements is most likely to be successful.

### **iii. Sociability:-**

**Ans:-** A salesperson should be social and have the ability to mix with people. He should not be humble or reserved in any way. He should be able to communicate with a wide range of people. He should be trustworthy, sincere, and cooperative. He should be capable of adjusting to customers of various types.

### **iv. Vocational skills:-**

**Ans:-** A salesperson should have a good general education as well as specialized knowledge of sales strategies. It is a profession that requires a high level of expertise. It requires certain training and a specific bent of mind. He should have ambitions and enthusiasm to become a good salesperson.

### **v. Communication ability:-**

**Ans:-** Communication skill is an asset for the salesperson. He should be able to speak freely, clearly and in a well-pitched voice. He must be a person who has a natural ability for conversation.

### **vi. Patience:-**

**Ans:-** The salesperson should not get provoked even under worst circumstances. He should not lose confidence and give up the customer so easily.

### **vii. Determination:-**

**Ans:-** The salesperson must have a sense of determination to secure the customer. He should not lose confidence and give up the customer so easily.

### **viii. Dependability:-**

**Ans:-** The salesperson can win permanent customers if he is honest, sincere and dependable. He should be able to win the confidence of the customers if he is to succeed in his vocation.

## 5. What is Sales Promotion?

**Ans:-** Short term encouragement/ stimulation used to create demand for the goods intended to sell is called sales promotion. This is a crucial component of the promotion mix. Its importance and popularity have risen in recent years in this competitive environment. The value of sales advertising in attracting new clients cannot be overstated.

According to **W.J. Stanton** "Sales promotion defined as demand stimulating devices to supplement advertising and facilitate personal selling."

Sales promotions refer to all of the short-term approaches or strategies created to generate demand. It serves as a link between advertisements and personal sales. Wholesalers and dealers benefit from sales marketing as well.

## 6. Describes the Method of Consumers Sales Promotion?

**Ans:-** While selling or distributing any product of any company, first priority should be given to the interest and satisfaction of the customers. To attract the attention of the consumers, the following methods should be applied:-

### i. Free sample:-

**Ans:-** Newly introduced products can be given as gift to the consumers when they come to buy any goods. New products can also be distributed to the customer free of price through post, shop, or any other means keeping with other goods.

### ii. Coupon:-

**Ans:-** A coupon is a ticket or document that can be redeemed for a financial discount or rebate when purchasing a product. It is typically issued by consumer goods producers and delivered through product packaging, mail, coupon envelopes, direct from store, and other means.

### iii. Price-off/discount:-

**Ans:-** Sometimes or in certain season, the target customers can be attracted by announcing price of/ discount in market price. This type of discount/price reduction should be publicized using effective media. Pricing reductions in items on the occasion of Vijaya Dashami, Tihar, and other festivals are examples of price reductions.

**iv. Premium of gifts:-**

**Ans:-** Premiums are prizes, gifts or other special offers a consumer receive when purchasing a product.

**v. Consumer's contest:-**

**Ans:-** Consumers' contest attracts consumers by offering them chance to win a valuable prize. There are various forms of consumer competitions. Customers who purchase a particular amount of items, on the other hand, can be entered into a lottery. Each month, the results of the lotteries are made public, and the winners are awarded rewards.

**vi. Decoration and display:-**

**Ans:-** Consumers are attracted by displaying or decorating or showing goods to them at the helps where they gather. Short introduction or explanation of the products also is given to the customer at systematically held display or exhibitions.

**7. Explain the Methods of Trade Sales Promotion?**

**Ans:-** The trade promotion method is called intermediary promotion method. The following methods can be used for trade promotion.

**i. Free goods:-**

**Ans:-** Goods can be distributed free of price if the customers buy goods in certain quality within certain time. Wholesalers, retailers, and traveling sellers are all encouraged to purchase goods through this approach. It also motivates intermediaries to stockpile additional inventory.

**ii. Allowance:-**

Ans: Allowances might be given to middlemen who sell items of a higher quality than specified. Similarly, cash allowance, or facilities are provided for advertising, decorating and conducting different promotional activities.

**iii. Gifts:-**

**Ans:-** Immediately after buying any goods/ products, gift is given to the buyer or intermediary. The middlemen might be enticed to sell or deal in commodities even with little presents. Small gifts include a diary, calendar, ball- pen, wall-clock, key-ring, lighter, glass, cup, T-shirt, astray, and so on. This also boosts the number of sales.

**vi. Price-off/reduction:-**

**Ans:-** Price off every product/goods is fixed in market price list. But price may be deducted from the list temporarily to encourage the middlemen to buy goods. This method is suitable in off season.

**v. Credit facility:-**

Ans: Credit facilities can be offered to reliable and trustworthy dealers. Such a facility encourages them to purchase items. This is also useful for bringing/introducing new products to the market. Because of credit facility, each dealers tries to increase inventories.