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Definition-

Introduction

- ❖ **Sales promotion** Marketing activities other than personal selling, advertising, and publicity that enhance consumer purchasing and dealer effectiveness.
- ❖ Goal is speeding the sales process and increasing sales volume.
- ❖ Produce best results when combined with other marketing activities, such as advertising.
- ❖ Cannot overcome poor brand images, product deficiencies, or poor training for salespeople.



CONT...



OBJECTIVES OF SALES PROMOTION

- ✓ To introduce new products
- ✓ To attract new customers
- ✓ To maintain old customers
- ✓ To improve public image of the firm
- ✓ To assist salesmen and the dealers
- ✓ To popularize brand name of the product
- ✓ To induce customers to purchase more items



TECHNIQUES OF SALES PROMOTION



- Free samples

- Trading stamp



- Coupons



- Premium or bonus offers



- Prize contest



- Fair & exhibitions



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- ❖ **Free samples-** The M.R. gives free samples to the doctor. This method is useful for new products. It is expensive method.
 - ❖ **Trading stamps-** The stamps are issued in proportion to the purchase. The customers collect the stamps & exchange it for free product.
 - ❖ **Coupons-** Coupons entitles the holder to save certain amt on purchase of specific product. The coupons may be sent via post, magazine, newspaper or retailers. The retailers give discount to the customers. The firm reimburses the retailers for the same
 - ❖ **Premium or bonus offer-** In this the firm gives certain quantity of the product free of cost on purchase of a specified quantity of the product.
 - ❖ They may be of three types
 - **With pack premium-** The free product is given along with the product purchased by the customers.
 - **A reusable containers-** The product is packed in a container that has utility for the customer after it is consumed.
 - **Free in the mail premium-** Free gift is given to the customer on producing a proof of purchase i.e. cash memo or wrapper of the product.



- ❖ **Prize contest**-The contests are held where the best entry gets the first prize.
- ❖ **Fairs & exhibitions**-They are organized to popularize the products
- ❖ **Extra quantity**-The mfg offers more quantity of the product at the same price.
- ❖ **Lower price**- Mfg. sell their product at lower price than the original price



SALESMANSHIP

Definition- It is an art of convincing & persuading the customers to buy a product

Advantages-

- ✓ It helps in locating prospective buyers.
- ✓ It helps in the creation of a demand for new products.
- ✓ It provides feed back about the need attitudes and behavior of consumers.
- ✓ It helps to remove the objections and doubts of the consumers.
- ✓ It helps in demonstrating the product in a very effective way.
- ✓ It can develop durable relationship with consumers.
- ✓ The salesman acts as a consultant to the consumers.
- ✓ Salesmanship gets immediate buying action.



Steps in selling Process

1. Pre-sale preparation
2. Prospecting
3. Approaching
4. Presentation
5. Dealing with objections
6. Closing the sale
7. Follow up



- **Pre-sale preparation-** The selection, training and motivation of sales person is the first step in personal selling. The salesman must have a through knowledge of the products, customers, competitors' products and technique of selling.
- **Prospecting-** The salesman must locate the potential buyers and identify their needs. They should examine the records of past and present customers to find out the nature and attitudes of potential buyers.
- **Approaching-** The salesman should introduce himself, the product and the manufacturer to the potential buyer. He should be polite and courteous while approaching the customers. A salesman at the counter should pleasantly greet the customers and make him feel at home. In case he is busy with some other customer, he should assure the customer that he would attend to him presently.
- **Presentation-** The object of presentation is to convince the customer that he needs this type of product or service and this particular product or service will in fact fulfill his needs. The salesman should describe the salient features and uses of the product in brief and not its technical details such as, description about drug formulation, its chemical composition, its pharmacological actions and side effects etc. The selling points and advice should be given without any hesitation. However, arguments should be avoided at all costs. To win an argument is to lose the customer and to lose the argument is to lose the sale. The success of a salesperson depends upon the degree to which he/she is able to match his/her presentation with the attitude of the consumer

- **Dealing with objections :-** Certain objections may be raised by the customer after presentation which should be welcomed. Those objections which are mostly regarding the price, quality and design are helpful in discovering the doubts of the customer. The salesman should not lose patience if a customer asks for many questions and takes time in reaching a decision. The main aim of the salesman should be to remove customers objections in one way or the other, so that the customer is satisfied with the product
- **Closing the sale-** once the customer has made up his mind to buy the product, the salesman should close the sale in a cordial manner. The customer should be made to feel that he has Made the right choice. It is difficult to close the sale if the customer has not yet come to a decision. However, under no circumstances, the customer should be pressurized to get in for a particular item. The salesman should thank the customer at the times of delivery of goods and all social courtesy should be extended to him. He should assure the customer of still better service in future.
- **Follow up-** further 'follow up' is not practicable in case of retail pharmacy as customers do not visit the pharmacy as frequently as they do in other shops. But representatives of suppliers generally follow up for stock 'sold in' to be 'sold out' by effective salesmanship



SALESMAN

Definition- A person who is engaged in selling goods to the customers is known as a “salesman”.

Qualities of a Salesman-



1. Personal qualities

2. Mental qualities

3. Social qualities

4. Vocational skills



A) Personal qualities-

- ✓ A good salesman must have an attractive personality.
- ✓ He must possess good health & sound physique.
- ✓ He should have a clear voice & his tone of speaking should be natural.
- ✓ He should also be well dressed because it adds to his charm.

B) Mental qualities-

- ✓ A good salesman should possess a sound memory, presence of mind, imagination, foresightedness, sound judgment & initiative.
- ✓ He should be intelligent enough to understand the nature & requirements of potential buyers.
- ✓ He must have the imagination to look at things from the viewpoint of the customer.

C) Social qualities-

- ✓ A good salesman must have a liking for people & the ability to mix with them.
- ✓ He must not be shy & of reserved nature.
- ✓ He should be sincere, dependable, co-operative & honest.
- ✓ He should have patience to listen to his customers & remove their objections.
- ✓ He should always be polite & courteous while dealing with his customers.
- ✓ He must help the customers in selecting the right type of goods.

D) Vocational skills-

- ✓ A good salesman must have specialized knowledge of selling techniques
- ✓ He should have a thorough knowledge of the products, customers & competitive products already available in the market.

ADVERTISING

Definition- Advertising is an art, used to familiarize public with the product by informing of its description, uses, its superiority over other brands, sources of its availability and price etc . It is the paid form of communication.

Objectives of Advertising

- To create a demand for a new product by explaining its utility.
- To increase its sales by attracting new customers.
- To maintain the existing demand by fighting competition.
- To assist the salesmen in their selling efforts.
- To warn the public against imitation of the products of the firm.
- To enhance goodwill of the firm.



Advantages of Advertising

- Advertisement helps in introduction of new product.
- It increases buyers to purchase products
- It keeps the constant demand of products
- It helps in increasing the growth of unit
- It helps in providing information regarding the qualities of the product
- It gives direct and indirect employment
- It provides comparison to the customers regarding similar products

Disadvantages of Advertising

- Expenses on advertisement increase the cost of product.
- It sometimes creates artificial demand.
- A huge amount is invested before sale of the product.
- Advertisement leads to monopoly of a product.
- Sometime innocent customers are cheated by false advertisement.
- It stimulates the customers to buy things which they cannot afford to buy



PART OF AN ADVERTISEMENT

Heading -

- ✓ The heading or caption is used to attract the attention of the people.
- ✓ It may be a word, a phrase or even a question about the product or service being advertised
- ✓ It should not be very long.

Theme -

- ✓ Theme gives the basic idea about the product and highlights its distinctive advantage.
- ✓ It conveys an image of the product being advertised.
- ✓ For example, D-cold tablet contains the theme of effective against cough and symptoms of cold. Moov ointment contains the theme of effective against backache

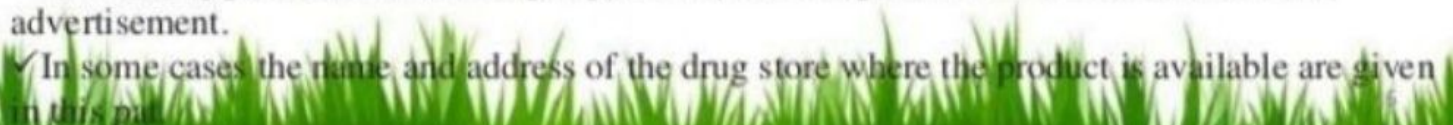
Picture-

- ✓ Generally an advertising copy contains a photo of the product being advertised.
- ✓ Photo of a product is often combined with a photo of the model/ star possessing or using the product.
- ✓ It enables the customers to recognize or identify the product.

Arguments -

Nowadays, arguments in favor of the advertised products are given in the advertisement. The purpose of giving the argument is to convince the customers about the utility of the product. For example, the advertising copy for Anacin tablets contains the argument 'it is microfined'

Closing part-

- ✓ The closing part of an advertising copy is very often repeats in brief the contents of the advertisement.
 - ✓ In some cases the name and address of the drug store where the product is available are given in this part.
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MEDIA FOR ADVERTISING



- ❖ **Press advertisement-** newspapers and magazines
- ❖ **Literature advertisement** – letters, circulars, catalogues and leaflets.
- ❖ **External advertisement** – posters on walls and electronic display.
- ❖ **Miscellaneous advertisement** – T.V., radio, window display, cinema slides etc.



various methods used for advertising pharmaceutical products.

- Direct mailing
- Newspapers, professional magazines and journals.
- Through video cassettes and other audio-visual media.
- Personal contact or detailing
- Outdoor advertisement
- Miscellaneous methods.



Direct mailing- It is the method of mailing list of distributors and retailers is prepared .Letters, leaflets, folders are sent to them regularly through mail.

Television, radio and other audio visual media- Television is the latest and fast growing medium of advertising The product can be explain and demonstrated on television

Personal contact or detailing- The pharmaceutical manufacturers engage persons for making personal contact with sellers.



Outdoor advertisement

- **Sky-writing-** It is the modern method of advertising. Balloons printed with message and illustrated pictures are flown in the sky.
- **Posters or hoardings-** Posters are pasted or otherwise exposed to view on walls, road sides, street corners, bus terminus, railway stations etc. The message may be printed on paper or written on metal sheet. The message should be brief so that it can be read within a few minutes.
- **Sandwich men-** They carry posters containing the message to be advertised and move in the different localities of the city. They are dressed in fancy attires and carry on their bodies the posters. They shout slogans or beat the drums to attract the attention of the public.
- **Transit advertising-** Travelling displays are those advertisements which are displayed outside the moving vehicles. The message printed on them is read by passengers while boarding the vehicle or while getting down from them.
- **Electric signs and neon signs-** These signs are generally installed at the rooftops or at busy street corners or crossings in order to draw the attention of the public. These are visible only in the night. The lights of various colours and shades are used to attract the attention of the passers-by. This method is very costly



Essential features of good advertisement

The text or body of an advertisement is known as an advertising copy. It contains headline , message, advertiser's name and address, photographs etc. The advertising copy should be carefully drafted so as to include the following essential features-

1. It should be made attractive by using pictures, headlines, attractive borders etc. so as to make people read, see or listen to it.
2. It must contain solid arguments and proof to convince the consumers about the superior quality of the product. For example, Anacin tablet relieves pain faster as it is microfined.
3. It should educate the people about the use of the product and its benefits. For example, in the advertisement of baby milk powder, the instructions for preparing milk are required to be given.
4. It should give useful suggestions to the public. For example, the advertisement of Vicks 500 tablet suggests its use for cold and cough.
5. It should create a permanent impression on the minds of people. Repeated use of a brand name or trade mark is very helpful.
6. It should create the need for the product in the minds of the people . It should appeal to the various instincts of the people.
7. It should induce people to buy the advertised product.



Difference between Advertisement & Sales promotion

Sr.no.	ADVERTISEMENT	SALES PROMOTION
1	In modern days advertisement is a must	The use of various means of sales promotion is not so much necessary.
2	There is no direct contact with the customers.	There is a direct contact with the customers.
3	Advertisement is a routine work of the institution	It is not a routine work. It is adopted under special circumstances
4	Its scope is very wide	Its scope is limited
5	The main objective is to make personal sale easy by initiating collective purchase of goods	The main objective is to fill the gap between advertisement and personal sale .
6	The control of different media of advertisement is in the hands of other institutions	The control lies in the hands of trader

WINDOW DISPLAY

- In Window display the goods are exhibited in the artistically laid down windows in front of the shops or at busy centres like bus stop, railway stations.
- The main aim of window display is to attract customers & thus promote sales.
- It create good impression about the retail pharmacy.
- As it display seasonal items, price of the items & due to brilliant lighting during night people will attract easily.
- As the items displayed in the window are changed frequently to give freshness& newness to the display, hence it attracts people regularly.
- The colour plays imp role in window display. It helps in arresting the attention of passers-by and creates a pleasing impression.
- As without communicating with customers, window display attract customers It act as silent salesman



Advantages of window display

- Window display acts as a silent salesman for promoting sales.
- It is a good method of advertisement.
- It attracts the customers or passers by.
- It makes a drug store decorative & attractive.
- It creates good impression on the customer when they enter the store.
- It saves time of shopkeeper.



MARKET RESEARCH

Market Research- Means the careful and objective study of the product, design, markets and such transfer activities as transportation, warehousing, advertising and sales management. **OR** is defined as systematic, objective & exhaustive research & study of the facts relevant to any problem in the field of marketing.

OBJECTIVE OF MARKET RESEARCH

- To determine size and characteristic of the market for the product.
- To study business trends.
- To study competitive study.
- To study Market share analysis.
- To decide Pricing policy.
- To measure market potential.
- Short and large range forecasting.



ADVANTAGE OF MARKET RESEARCH

- ✓ It gives response about the product,
- ✓ Helps to introduce new product,
- ✓ Helps to find other similar products,
- ✓ Gives idea about future trend,
- ✓ Helps in finalizing plans to boost the sale,
- ✓ Helps in discovery of potential market,
- ✓ It reveals defects and makes corrective action plan possible,
- ✓ It helps to discover reasons for customer resistance,
- ✓ It indicates whether the product is in demand throughout the year,
- ✓ It helps in adjusting price structure,
- ✓ It gives indication of government policies for particular business.



SOURCES OF MARKETING RESEARCH

- Marketing research involves the collection and analysis of data or information bearing on the different aspects of the marketing effort of a firm. There are two sources from which the required information of market trends can be had-

1. Internal sources
2. External sources

Internal sources- The internal sources, such as, statistics of sales turnover, advertising expenditure, transport cost etc. can be analyzed to get the desired information regarding the market trend.

External sources- There are two external sources from which the required information can be collected.

- a) Primary sources
- b) Secondary sources



PRIMARY SOURCES

Primary sources- The survey techniques are used to collect information from the primary sources. These are

Salesmen,Dealers,Consumers

Salesmen- If a firm employs salesman to conduct and promote the sale of its products they can be asked to provide an assessment of the consumer and dealers with respect to the firms product. They will provide first-hand knowledge of the markets conditions and distribution system without any additional expense.

Dealers- Dealers may be contacted to provide information regarding the percentage of the sales of the firms product to the total sale of that kind of product of other firms over a certain period and feedback about the consumer's reaction to the product.

Consumers- The opinion and attitudes of the consumers is the right source for getting accurate information regarding the quality, price, packaging availability of the firm's product. It needs field survey which is called 'consumer research'



SECONDARY SOURCES

- **Secondary sources-** There are certain agencies which gather the information after doing the proper survey of the market and present the data in a printed form. The main sources of secondary data for market research are-
 1. Trade press
 2. Trade associations
 3. Published surveys
 4. Government and international publication
- **Trade press-** This includes trade journals, economic and financial periodicals, annual reports published by some business houses and banking companies etc. The data given in them provides useful information regarding latest trend of the market in specific trade.
- **Trade associations-** Many trade associations conduct independent market research and collect useful data pertaining to different trades and markets. A researcher may benefit by going through this source of information.



- **Published surveys-** There are many independent research organization which publish data contained in reports of the market survey for specific product from time to time. These reports can be consulted in libraries or procured direct from the source.
- **Government and international publication-** The published periodical reports, journals and bulletins issued by planning commission and various ministries generally contain a lot of publications issued by UN agencies and IMF and the world Bank etc. can prove useful particularly in research in international marketing.



METHOD OF MARKET RESEARCH

1. Personal interview
2. Telephonic interview method,
3. Postal survey method
4. Panel method.

1. **personal interview** – it is a costly but accurate method .The skilled persons collect information from selected people, using questionnaire.
2. **Telephonic interview method-** The method is useful as it saves time & money on traveling. Large number of people can be contacted in a day. **Disadv.-**1)The method is useful for telephone subscribers only. 2)Long discussions may not be possible 3)there may be technical faults in the lines.
3. **Postal survey method-** In this method respondents are approached through the medium of postal service. Letters are sent to a group of individuals along with questionnaire to be completed and returned. Two or three follow up letters may be sent after waiting for sometime. Reply paid envelope is sent with questionnaire to get a quick response.
4. **Panel method-** In this method a consumer panel is selected for getting information on the product. A consumer panel may be group of persons or families. A panel may be interviewed periodically regarding facts relevant to the survey and necessary conclusions there can be drawn from the observations made by the panel.

