

**MBA- I semester, Paper- Marketing Management, MB 105, TOPIC- Meaning, Definition and objective of sales promotion.**

**Meaning, Definition and objective of sales promotion**

Sales promotion refers to 'those marketing activities that stimulate consumer shows and expositions.

Purchasing and dealer effectiveness such as displays, demonstration and various non- recurrent selling efforts not in the ordinary routine." According to A.H.R. Delens: "Sales promotion means any steps that are taken for the purpose of obtaining an increasing sale. Often this term refers specially to selling efforts that are designed to supplement personal selling and advertising and by co- ordination helps them to become more effective."

In the words of Roger A. Strong, "Sales promotion includes all forms of sponsored communication apart from activities associated with personal selling. It, thus includes trade shows and exhibits, combining, sampling, premiums, trade, allowances, sales and dealer incentives, set of packs, consumer education and demonstration activities, rebates, bonus, packs, point of purchase material and direct mail.

**Objectives of Sales Promotion:**

Sales promotion is a vital bridge or a connecting link between personal selling and advertising.

**Sales promotion activities are undertaken to achieve the following objective**

1. To increase sales by publicity through the media which are complementary to press and poster advertising.
2. To disseminate information through salesmen, dealers etc., so as to ensure the product getting into satisfactory use by the ultimate consumers.
3. To stimulate customers to make purchases at the point of purchase.
4. To prompt existing customers to buy more.
5. To introduce new products.
6. To attract new customers.
7. To meet competition from others effectively.
8. To check seasonal decline in the volume of sales.