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METHODS OF SALES PROMOTION PRODUCTS IN THE ENTERPRISE

Relevance of the topic is the best study of the costs of selling the company to seek more effective ways of resource allocation (in formation costs for packaging, transportation) for improving the profitability of the company.

Sales of an enterprise (company) - a set of measures aimed at organizing an effective and efficient distribution network to improve the efficiency of sales of products.

The marketing policy is organically combined with other elements of the marketing mix, pricing, inventory, and policy promotion. However, factors such as the continuing growth of costs associated with product sales, increased competition in the markets, increasing consumer demands for quality of service significantly strengthen the importance of effective management of sales activities in any company.

Sales promotion (sales) can be performed in three major areas:

- Internal incentives;
- Encouraging dealer network;
- Encouraging consumers.

Let us consider each of these areas and methods of sales promotion used within each of them.

Internal sales promotion. Measures of internal incentives are aimed at intensifying and improving the efficiency of their own marketing services company.

Measures concerning internal sales promotion include:

- The introduction or increase premiums most active and effective running the marketing staff;
- The introduction and improvement of the motivation of managers marketing departments;
- Change the system of remuneration of employees in the marketing side of the greater dependence of their revenues from sales.

Promoting dealer network. To stimulate dealer network are motivated resellers to more intensive activities goods marketing company orders of larger quantities of goods and carrying out regular purchases.

The methods of stimulation dealer network include:

- An increase of dealer discounts;
- Measures to stimulate consumers (increased demand for products in the final customers is a great incentive to intensify the activities of intermediaries);
- The introduction of multi-level marketing;
- Special dealer lotteries and raffles.

Stimulating consumer - is the most common and widely used way of sales promotion. Encouraging consumers can pursue the following objectives: [1]

- The belief oscillating consumers to make a purchase;
- Increase in consumption goods per customer;
- Encouraging consumers to regular consumption;
- Reducing seasonal fluctuations in consumption.

To achieve these objectives, the following methods:

- Giving customers discounts (Christmas discount, at the end of the season, and so on. N.);
- Lotteries. Widely known free lottery conducted, for example, companies producing soft drinks and beer, raffle prizes and big shops, vol. N. On the Internet lotteries was no less widespread;
- Presentation of goods. Presentations are designed to demonstrate the benefits of the product. If you held a presentation of food and beverages, consumers usually have the opportunity to taste them;
- Sale of goods on credit. This method is widely used in traditional business, but rarely used on the Internet.
- Presentation of gifts to customers. With the purchase of a particular product or multiple products for a certain amount a company can give the customer a gift (an extra unit or something else).

Most of these methods to stimulate consumers easily transferred to Internet. An additional advantage of the Internet for activities to stimulate sales is the lack of difficulty in taking into account the total amount of purchases the customer for a certain period and the actions of users on the site. On the basis of this account can create quite complex, multilevel systems of bonuses and discounts, the creation of the club.

Ways for improving sales activity, the following:

- Providing a broader system of additional services;
- Production of a large range of products;
- Warranty on all manufactured products to attract buyers;

- Placement of own site on the Internet, where a price-list and complete information on the product;

- Marketing research that discovers new markets.

The most popular methods to improve marketing policy include the following:

- Diversification of consumer products (definition of target market segments and regions sale).

- Establishment of a mechanism intrinsic motivation of workers in the supply unit sales.

- Training workers marketing services for new techniques and methods of marketing.

- Create an effective system of feedback from customers, mechanisms for dealing with complaints and claims of customers.

- Study of the tastes and preferences of target customers and maximum incorporation wishes in the production.

All of these ways to improve marketing policy appropriate to apply the company even when significant problems with sales system is not observed.

References:

1. Tomas J., Robert P., Jane L.: Work Psychology. Pitman Publishing, London. First edition 2011, p.405
2. Greate Business Journal. The work of managar, April 25, 2012
3. Journal of American Macroeconomic Review, Vol. 3, No. 2, (2012)