

HOW TO...

HOW TO... SELL A PROMOTION

Use effective marketing to make your sales grow, grow, grow!

BY TULI MITRA,
ACCO UK

We love a promotion! Buy one get one free, win a holiday, free teddy, save 20% etc. Whatever the industry, product, price or free gift, a promotion draws the attention of consumers. However, converting attention into sales is the tricky part!

In theory, a good promotion should sell itself – oh, if only! In practice, it's the promotional sell, which clinches the deal and encourages repeat purchase.

The objective of a promotion is to raise the profile and subsequently the sales of a product so you need to be equipped to do the job!

>> CONSUMER INCENTIVE: Keep it simple! what do consumers get? Will a gift arrive with their order or do they need to redeem? By offering a competitive price on a Rexel Laminator, bundling it with pouches and driven by customers with a colour flier, Acco sold in excess of 1 year's stock in 1 month. That can't be bad! A practical, sought after, high-perceived value gift or exceptional price excites most consumers so generating a desire for the promotional offer rather than the product itself also works a treat!

>> PROMOTIONAL VEHICLE: Everyone loves a colourful mailer – big pictures of the product offer but seek other ways of communicating promotions i.e. email or direct mail to your top customers followed by a phone call/visit to drive the promotion through. Only you know your customers so select which promotions you want to focus on. Targeted activity works well – if your customer has a buying history of Rexel Staples and you have a promotion on Rexel



Staplers, target them! The opportunity is waiting for you to replace old equipment for new increasing your sales!

>> KNOWLEDGE: Pre-promotional training and sales aids are essential for you to have confidence in the product promotion. A sales tool like a sample portfolio, interactive CD, 1 page crib sheet or presentation folder helps consumers make an educated purchasing decision ensuring you create promotional demand. Acco sales promotions work exceptionally well with an effective launch to sales teams where Acco offers product training as well as support packs containing features and benefits, market trends, FAQs and, where appropriate, samples to help you grow the business.

>> YOUR INCENTIVE: if there is a sales incentive, make sure you know about it! There's nothing worse than knowing you could be on the beach in the Bahamas if only you had sold that extra box of Crystalfile!

Selling a promotion is packaged with the service you offer, quality of the products you are selling and the enthusiasm you bring. ■

TOP TIPS

TOP TIPS FOR SELLING SELLING A PROMOTION

>> SIMPLICITY – THIS IS THE OFFER, THIS IS HOW LONG ITS VALID AND THIS IS HOW YOU ORDER!

>> TARGET CUSTOMERS WITH PROMOTIONS THEY NEED AND WANT

>> PROMOTIONAL PACKAGE – DO YOU HAVE ENOUGH INFORMATION TO SELL THE PROMOTION?

>> ENTHUSIASM AND CONFIDENCE IS INFECTIOUS. IF YOU HAVE IT, YOUR CUSTOMERS WILL TOO!

>> C'EST LA VIE! IF YOU DON'T WIN THE PROMOTIONAL SALE, THERE ARE OPPORTUNITIES TO SELL TO OTHER PRODUCTS.