

1. PROMOTION AND SALES MANAGEMENT

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ABSTRACT: PROMOTION ACTIVITY CAN SET AS OBJECTIVES: INFORMATION ABOUT BRANDS AND PRODUCTS OR SERVICES OF THE ORGANIZATION, ATTRACTING CONSUMERS' INTEREST TOWARDS THE ORGANIZATION'S OFFER, IMPROVING THE IMAGE OF THE PRODUCT OR SERVICE OFFERED. TO SELL TODAY IS TO BE RESPONSIBLE AND ABLE TO BRING TO THE CUSTOMERS WHAT THEY WANT, AND EVEN MORE SO, WHAT THEY DID NOT THINK IT CAN EXIST. IN A WORLD OF CHANGE, INFORMATION AND TECHNOLOGY FOR THE FUTURE, THE ROLE OF THOSE WHO SELL PRODUCTS AND SERVICES IS VERY IMPORTANT. ALTHOUGH NEW SALES TECHNIQUES ARE BEING DEVELOPED IN WHICH THERE IS NO DIRECT CONTACT BETWEEN THE SELLER AND THE CUSTOMER, THE PLACE OF PERSONAL SALES IS WELL ESTABLISHED. THE PAPER PRESENTS SALES PROMOTION AND PROMOTION ROLE IN IMPLEMENTING SALES MANAGEMENT. ANY PRODUCT OR SERVICE TO BE SELL MUST FIRST BE PROMOTED TO BE KNOWN BY THE CUSTOMER.

KEYWORDS: PROMOTION, SALES MANAGEMENT, SALES FORCE, MARKETING, MARKET.

1. Introduction

Marketing is the one that identifies and meets the needs, desires, needs of individuals and organizations.

Marketing definitions², in terms of managerial processes, directed to attracting and retaining profitable clients for the organization are:

- marketing is the management process by which customer needs are identified, anticipated and satisfied;
- through marketing, individuals get what they need by creating or exchanging products or values with others.

Marketing activity is involved³ goods, services (to be the subject of transactions of any kind: sale, rental, promotion etc.) the experience of those who are active in the field of marketing, the events that are organized, the information with which they operate, the ideas to be used in the activity marketing.

The organizations involved in the marketing activity are those that build in the public mind a strongly favorable image of the goods and services that are the object of the transactions.

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² V. Manole, M. Stoian, *Marketing*, Biblioteca digitala ASE

<http://www.biblioteca-digitala.ase.ro/biblioteca/carte2.asp?id=306&idb=39>

³ Ph. Kotler, *Marketing Management*, Millenium Edition

http://dl.ueb.edu.vn/bitstream/1247/2250/1/Marketing_Management_-_Millenium_Edition.pdf

Marketing is considered by the American Marketing Association as the process of planning and realizing the concept, establish prices, promoting, distributing ideas, goods and services to create exchanges that satisfy individuals and organizations⁴.

2. Promotion activity

Communication and promotion are two concepts that are closely related. Promoting is actually communication. As a component of marketing activity, promotion aims to communicate, which ultimately has the ultimate goal of convincing the consumer, which will lead to the stimulation of demand.

The elements of promotional activity are⁵: publicity; sales promotion; public relations; direct marketing; promotional events.

Sales promotion is a component of the promotional activity of the organization that includes a set of activities for the intermediaries, sellers or consumers, in order to stimulate sales growth in the short term. This type of promotional activity can be applied to any type of product, knowing a higher frequency for consumer products. Sales promotion is primarily targeted at vendors and intermediaries.

Promotional events take the form of participation in fairs, exhibitions, etc. at promotional events for:

- ✓ establishing contacts with different partners;
- ✓ presentation of new products;
- ✓ launch of new products;
- ✓ entering new markets, etc.

The objectives of the promotional activity depend on the specifics of the organization, the organization's field of activity, the means used, etc. and can be expressed quantitatively (those that relate to increased sales, profit) and qualitative (with reference to creating an image favorable to the organization, its products and services).

Promotion activity can set goals⁶:

- information about the organization's marks and products or services;
- attracting consumers' interest towards the organization's offer;
- enhance the image of the organization's product or service.

The promotion of the organization is reflected in the development of strategies⁷, differentiated according to the intended purpose.

⁴ Ph. Kotler, *Marketing Management* Millenium Edition
http://dl.ueb.edu.vn/bitstream/1247/2250/1/Marketing_Management_-_Millenium_Edition.pdf

⁵ Manole, V., Stoian, M. – Marketing, Biblioteca digitala ASE
<http://www.biblioteca-digitala.ase.ro/biblioteca/carte2.asp?id=306&idb=39>

⁶ Manole, V., Stoian, M. – Marketing, Biblioteca digitala ASE
<http://www.biblioteca-digitala.ase.ro/biblioteca/carte2.asp?id=306&idb=39>

⁷ Manole, V., Stoian, M. – Marketing, Biblioteca digitala ASE
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In order to promote the image of the organization, the strategy includes:

- information within the market on which promotion is sought;
- stimulating demand;
- bid differentiation;
- stabilizing sales.

If the goal pursued by the organization is to penetrate new markets, promotional strategies can be mainly: concentration strategies (the organization focuses its efforts on a single market segment), differentiated (distinct, market-specific strategies to which it is addressed), but also undifferentiated strategies (the strategy is aimed at the entire sales market and not just a specific segment).

The interests of the organization and the specificity of the market to which the promotional activity is directed generate offensive promotion strategies (using all the means of promotion that the organization holds, a high budget, etc.), as well as defensive promotion strategies (if on the market sales less favorable to the sale of products and services offered by the organization).

3. Sales management

Sales management is a systematic process that sets out: sales strategies of the organization, sales force reward policies, sales revenue forecast, sales plan.

The implementation of the elaborated sales strategy is carried out by the selling forces, representing the sales staff, which must be well selected, motivated and trained. Sales performance is also established, meaning methods of monitoring, sales control, and cost of the organization's work are being developed.

By applying sales management, it is intended to establish, direct and control the processes that make up the sales activity of the organization's products and services.

The company's complex product and service sales process includes:

- the objectives of the sales force;
- establishing sales forces;
- selection and training of sales forces;
- motivation of sales forces;
- develop and implement the sales plan.

The most important component of sales management, on which the development, but especially its implementation depends, is the sales force. These are groups of people representing the organization and who have the explicit (and principal) task of selling or selling the products or services of the organization.

The sales force is an organized and prepared sales structure to meet the organization's communication and sales goals in order to maintain a permanent dialogue with customers in order to satisfy their consumption needs at their highest level, customer relationship all in order to achieve maximum profit.

It is the sales force that identifies and evaluates the potential markets, discovering new opportunities in the development of the organization. This activity involves documentation, information from marketing sources, media, personal, etc., regarding the identification of new markets for the products and services offered.

Sales management begins with the development of a sales strategy and finalizes with its implementation and with the evaluation of sales results (quantity of products and

services sold, new markets, expansion of sales on existing markets, sales forces involved, allocated costs).

The sale action is the result of a set of preparatory actions followed by the actual sale. The preparations for sale, products and services are:

- presenting them in a professional, attractive way, emphasizing the level of specificity, how they meet the needs of the consumer;
- providing commercial, technical, financial advice;
- a sale actually.

4. The influence of promotion on the management of the sale of products and services

Promoting means lifting, advancing⁸. Promoting products and services provided by the organization contributes to a good implementation of sales management, to increased sales of products and services offered on the market.

Promoting is part of the organization's communication process, which, using a set of specific methods and techniques (embodied in promotional activities), influences the behavior of current and potential consumers in order to obtain the largest sales volume for as long as possible time.

Any organization, regardless of its position on the market, of its potential, must have a promotion policy, the information sent to current or potential clients being in line with reality. Achieving good economic results can not be achieved without a unified vision of all the components of the marketing mix: the products and services offered, the sales price, the ways of promotion, the distribution mode.

The complexity of the promotional activity, its close connection with all other marketing activities, lead to the need to pay special attention to the development of the promotional mix, the selection of the best strategies and tactics of promotion.

The promotion strategy adopted by an organization depends on:

- ✓ the objectives to be achieved through promotional activity,
- ✓ the role of promotional activity;
- ✓ the attitude towards the market structure;
- ✓ frequency over time;
- ✓ how to organize the promotion activity.

The objectives to be achieved through the promotion activity can be:

- promotion of products and services offered on the market;
- promoting the image of the organization.

The organization must take into account, in its promotional activity, its own potential as well as the market situation. It can opt for a defensive strategy or an offensive strategy.

Taking into account the very complex structure of current markets, the organization has to differentiate its strategy according to the consumer segments it encounters on a particular market.

The frequency with which promotional activities may take place, depending on the following:

- promotion budget;

⁸ <https://dexonline.ro/definitie/promovare>

- level of competition on the market,
- seasonality of the market.

The way of organizing and implementing the organization's promotional activity contributes to the success of the promotional actions that will take place and which, in conjunction with a sales management appropriate to the organization, leads to increased sales and market visibility of the organization.

4. Conclusions

In order to choose a promotional strategy that is in line with the organization's real needs, it is advisable to perform a diagnostic analysis of the situation at a given time. Starting from the results obtained, it is possible to establish a correct strategy as well as the concrete ways to organize and manage the promotion activity.

Sales management implemented in organizations that offer products and services on the market should give importance to their offers, considering that they are addressed to people, but also to processes developed by different organizations. Because many of the services are provided by people, careful selection, training, motivation of employees providing these services on the market is required, because what differentiates services is the degree of customer satisfaction. Ideally, sales people should be competent, responsible, with an initiative to have the ability to solve emerging problems and to have a good reputation.

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