

A Workshop on How to Make Sales Promotion Strategies

CMS Business School Jain (Deemed-to-be University) organized a workshop on "How to Make Sales Promotion Strategies" on January 18, 2016.



The keynote speaker for the event was Ms. Sangeetha, with 12 years of enriching experience in corporate, banking, media, and academics. She discussed the various types of Sales Promotion strategies first and then conducted exercises with students on selling situations and choosing the right tool for promotions. She elaborated on how to create or stimulate

market demand to enhance sales. Some of the sales techniques that she discussed are free samples, the premium on sale or discount, sales and dealer incentives, contests, fairs and exhibitions, public relations activities, etc.

It was a great learning experience for the students to learn about the sales promotion and various techniques.