

Student's Name

Professor's Name

Course Title

Date

Consumer Sales Promotion Tool

Chevrolet gave out free vehicles to players of Manchester United, a gesture that constituted a free sample. Samples are an important tool of sales promotion described as an offer given to customers of a few products for a trial. They are availed by customers to drive their interests in the products. Samples work by assisting consumers in substantiating the qualities of the product and can be availed at their doorsteps. Others can be sent as parcels or given to customers at the stores; they can also be embedded in the main product. Personally, providing free samples to athletes cannot be a good marketing strategy, rather to a middle-class family and in a random manner.

Coupon is a document that can fetch to the consumers some savings when they buy a particular product and it is issued together with a product. They can entitle a holder to particular savings or can be given as a cash reward. They can be used for consumer convenience products, and can be distributed from either door to door or as a parcel or may be inserted into a package. In some other occasions, they can be embedded in magazines or as part of periodical publications.

A demonstration is relevant when products are composite and technical, and consumers can receive communication on how to make a good use of a good. This tool entices customers to purchase the products and possibly at the seller's cost. Contests are tools that provide consumers with the opportunity to win things such as cash, outings, or products. This tool can be held with a

view of attracting new consumers. Sellers can bring new products when pursuing the prospects to state the motives of buying the good. Buyers can buy the product and delivers evidence of the transaction with an entry form for the contest.

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