

Chapters *To Go*



How to Sell More Stuff!: Promotional Marketing that Really Works

by Steve Smith and Don E. Schultz
Kaplan Publishing. (c) 2005. Copying Prohibited.

Reprinted for YI LIN, CVS Caremark

yi.lin@cvscaremark.com

Reprinted with permission as a subscription benefit of **Books24x7**,
<http://www.books24x7.com/>

All rights reserved. Reproduction and/or distribution in whole or in part in electronic, paper or other forms without written permission is prohibited.



Introduction

by Professor Don E. Schultz

When Steve Smith first called me about working with him on a book about sales promotion, my first reaction was "Been there, done that." In the 1980s, Bill Robinson of the William A. Robinson Agency (now Robinson-Maites) and I coauthored two of the first books in what we liked to call "the modern era of sales promotion." By modern era, we simply meant those books treated sales promotion as a sophisticated, focused business development tool that could compete alongside traditional media advertising, salesforce efforts, and the like to build sales and profits. The approach was a structured method for developing definable sales promotion programs and activities, based on proven and consistent planning models that included measurable outcomes against clearly defined sales goals.

That approach was, at that time, a big change from the historical way sales promotion had been considered both inside and outside the marketing organization. For years, promotion managers had been focused on sourcing gizmos, that is, purchasing and distributing buttons and banners and in-store signs and logo-emblazoned trinkets. Now, there's nothing wrong with these things if used properly, but simply distributing them to any and everybody didn't really make use of the inherent capabilities of sales promotion.

The books Bill and I wrote were "cutting edge" back in the 1980s. In fact, some were revised and updated even into the mid-1990s. But today, sales promotion is much more sophisticated, strategic, and important to all types of marketing organizations. That's certainly true, if the investment in sales promotion by marketing organizations is any indicator. Sales promotion budgets continue to climb, shifted from other types of marketing activities. New concepts, ideas, and approaches continue to be developed in all types of businesses around the world. Sales promotion really has come of age today, much more than Bill Robinson and I would ever have imagined years ago.

But looking back doesn't do much to move the business ahead today. And that is what this book is all about: *moving the business ahead through sales promotion*. In fact, this is one book that is really true to its title by showing you how to sell more stuff.

So why am I involved in this book? Frankly, I had a real itch to get back into the fray as sales promotion continues to evolve and expand. Sales promotion is an exciting area, focusing on one of the most important aspects of any business today: how to sell more stuff and make more money.

Then Steve called. I was intrigued because he approaches sales promotion like a craftsman. That is, he's not as interested in the analytical, theoretical, or nifty algorithms as I am. He's much more focused on concisely explaining how to do sales promotion programs in exquisite detail; how to bring sales promotion programs to market; how to implement them successfully; and how to "cover off" on all the details so that the all-too-common glitches don't jeopardize the entire program.

I'm a conceptualizer. Steve is a practical implementer. So we complement each other. This complementary approach sets the stage for this book. At the beginning of each chapter, I'll do my stuff . . . some relevant research, basic concepts, and the like. Steve then follows with an extensive "how to." But you'll find a few other things we think are important in this book that you likely won't find in others. Here's what we have done to differentiate this text from others:

- *This is a workbook.* This isn't a book you read, think a bit about, and then put on the shelf. Instead, it's designed as a handbook of how to do all types of sales promotions. We think you'll be using this book over and over again.
- *This is a book for everyone.* Many sales promotion books are one of two kinds. One kind consists of esoteric, scholarly research reports filled with lambdas and gammas and equations in language you can't cut through with a knife. That's fine if you're planning on writing a doctoral dissertation, but it's not much help if you're on the firing line, putting together a promotion that will sell more stuff next month. The other type of sales promotion text tends to be discussions on big-budget, complex programs written with lots of four-color photos and seemingly developed more for the trade press than for the company's business. There's nothing wrong with studying those glitzy promotions either, but, generally, they are totally out of the smaller marketer's reach and the reach of more limited area marketers operating on a day-to-day promotional schedule. Yes, you can learn much from either of these kinds of books, but you likely can't do much with what they provide. This book is for the day-to-day promotional marketer who doesn't have the time, big bucks, or unlimited resources that the big guys use.
- *Plain English.* We've made this book as clear, concise, and complete as possible. And we've used business English so you won't have to constantly scurry to a dictionary. We've broken complex issues into bite-size pieces so you don't

choke on the information. We've also included a glossary to clarify the jargon of the business. Even if you're wet behind the ears, the glossary will have you sounding like a seasoned pro.

- *Lots of examples.* Typically, sales promotion is visually focused, so we've illustrated concepts with graphics to let you grasp the concepts. But you won't find four-color, pop-up pages with loads of impressive illustrations and little text. Our premise is that you bought this book to learn how to do sales promotion better, not to be entertained by our art director.
- *A bit of theory to impress you and your boss.* A lot of theory underlies our methods and approaches, but it isn't "in-your-face," sophisticated jargon that's so popular today. Instead, we've added just enough "meat" at the beginning of each chapter to make you comfortable with our approaches to the programs you're developing. We've thrown in these introductions so you can impress your boss and maybe some of your coworkers. (Note: If you want more theoretical concepts, send us a note and we'll suggest some really esoteric books for you to ponder.)
- *What to avoid.* A unique feature of this book is our treatment of items that can get you in trouble. It's the little things that cause most of the problems. That's why each section describes what not to do, what to avoid, and what hazards exist. Remember, Hoover almost went bankrupt because it didn't think through a promotion that gave away airline tickets with the purchase of a vacuum cleaner. Setting up protective walls is sometimes as important as having a great idea.
- *The true joy of seeing a promotion work.* Unlike advertising, public relations, or even direct marketing, sales promotion can be observed. You can watch customers bring coupons to the store, see people wearing your premium T-shirts, and watch people head for your display and pick up your product. That's the key element of sales promotion. It impacts behavior so people do things they might not have done without it—encouraging them to buy things earlier than planned, to go to stores they hadn't previously considered, to find new and different ways of using products and services. In short, sales promotion impacts consumer behavior. We have titled this book *How to Sell More Stuff* because we believe that is what marketing and sales promotion are all about . . . selling more stuff.

I started this introduction by explaining why I am the coauthor and why I am so pleased that Steve Smith thought of me when he conceived this book. It is a book I know is important. It is a book I know you will find useful, helpful, and valuable. Most of all, I am sure it's a book you will use and reuse. And if you use it as much as Steve and I hope you will, you'll wear this one out and have to buy another. And that's what makes happy customers and happy authors.

So get started. It's time to sell more stuff!