



## **Business sales driver: A look at promotional campaigns and commercial incentives**

### **Impulsionador de vendas comerciais: Uma análise das campanhas promocionais e dos incentivos comerciais**

DOI: 10.56238/isevmjv2n6-006

Receipt of originals: 10/11/2023

Approved on: 11/28/2023

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#### **ABSTRACT**

This work studies Promotional Campaigns and Commercial Incentives as drivers of sales in a food company in the interior of São Paulo. However, the present study raises the following question: How do food companies propagate their promotional and incentive campaigns for their employees, in search of increasing their sales and profitability? With this problematization, the general objective of this study is to verify some promotional and incentive campaigns used by food companies towards employees. To achieve the general objective, we have defined the specific objectives: Study theoretically about internal marketing campaigns and business incentives; observe how these campaigns are detrimental to their collaborators; understand which speeches are disseminated by such campaigns. As a methodological procedure, we undertook an exploratory study, regarding Campaigns and Commercial Incentives in a food company in such a way, we understand as a methodological procedure the use of observational research, with a focus on such campaigns, observing how these employees who belong to such company, receive this content and add this strategy to the respective organization. Ademas, we demonstrate the functionality of Promotional Campaigns and Sales Incentives in a food company, their functions and contributions to its marketing and commercial strategy, in addition to being able to understand what are the benefits that a company guarantees when working with this internal marketing strategy and incentive campaigns.

**Keywords:** Promotional campaigns, Commercial incentives, Internal marketing, Internal communication.

#### **1 INTRODUCTION**

Since the twentieth century, the world has been going through numerous social, economic, and behavioral changes, a reflection of the globalization process. With the advancement of technology, these changes have become even deeper and faster, which leads to new profiles of individuals influenced by this rapid bombardment of information, consequently, of even more discerning consumers where they seek to satiate a need created by the wide variety of offers and innovations that happen daily in the market, through different criteria, second.



Santos (2004) Social psychology refers to individual behavior influenced by reference groups, cited below: Group of predetermined habits: loyalty to certain products is dictated by purchasing patterns; Group of rational buying habits: the purchase is based on rational attitudes; Groups of buying habits that emphasize the importance of price: make decisions based on economic comparisons and prices (high, seeking exclusivity, and low, seeking economy); Groups of impulsive buying habits: decisions are based on the appearance of the product, regardless of its price or brand; Groups with emotional shopping habits: the aim is to combine the compatibility between the image of the product and the personal image; Unstable habit groups: change your preferences easily.

According to Kotler (1999), with innovation, the company can diversify its market and expand its sales with product differentiation. Analyzing your threats to the organization can turn them into opportunities that will give it insight into how to make them potential in the face of the economic downturn and direct competitors. Therefore, the paradox about innovation is that everyone knows that it is fundamental to the sustainability and growth of organizations. However, when used as a competitive tool, few know the correct way to do innovation. Thus, companies need to be prepared to meet this unstable and competitive environment, marked by change and innovation. Offering quality products and services has become a prerequisite for being in the market. It takes a view of external factors to interpret what the market demands are, thus achieving a competitive advantage.

The items listed in the Promotional and Incentive Campaigns for employees are aligned with the company's guidelines, which can be a strategy for repositioning in the category, seasonality, *market share gain*, among others.

The communication of this strategy is done by a monthly meeting where the sales team is presented with what are the opportunities for the respective period and what are the means to be worked on to achieve the objective. Upon reaching the metrics, the seller has a prize, which is previously aligned by the organization's board of directors, which can be: value award, with deposit in a checking account; travel and it's worth having dinner with the family.

To reinforce which opportunities are valid for employees, a weekly material is sent via email and WhatsApp as a reminder of which actions are valid for that month and a weekly monitoring of results, demonstrating how the person's performance has been up to that moment. In this follow-up, the salesperson is informed how his sales performance with the product has been part of some action in the company, so that in this way he can monitor his sales to achieve the goal designed in 100%.



In this way, it is possible to encourage the employee to work together with the company's objectives, in a way where it is possible to demand results on this front as well. However, the present study problematizes the respective question: How do food companies propagate their promotional and incentive campaigns to their employees, to increase their sales and profitability?

With this problematization, this study understands as a general objective to verify some promotional and incentive campaigns used by food companies in relation to employees. To achieve the general objective, we have defined the respective specific objectives: To study theoretically about endomarketing campaigns and business incentives; observe how these campaigns are delivered to your employees; understand what discourses are disseminated by such campaigns.

Next, to find answers to the problem and achieve the established objectives, we discuss a brief theoretical study on the subject.

## **2 A THEORETICAL LOOK AT THE COMPANY'S ENDOMARKETING AND INCENTIVE CAMPAIGNS**

### **2.1 SALES CAMPAIGNS AND PROMOTIONS**

In studies by Bennett (1998, p.20) the new definition, published in 1995 in the Dictionary of Marketing Terms, says that marketing "[...] it is the process of planning and executing the design, pricing, promotion, and distribution of ideas, products, and services in order to create exchanges that satisfy individual and organizational goals." This means that, from an initial approach focused on studies and strategies aimed at facilitating the transfer of products from the producer to the consumer, the concept has evolved into a broader perspective, which involves creating exchanges and meeting the needs and desires of both individuals and organizations.

This definition is similar to the theory of Kotler (1994, p.20), one of the main theorists on the subject. To treat marketing "[...] as human activity directed towards the satisfaction of needs and desires, through the processes of exchange."

The adoption of marketing strategies can result in greater satisfaction of both employees and customers for businesses, since it provides a more organized environment. This enhancement of the company's image, in turn, contributes to a more advantageous positioning in the market.

Sales promotion campaigns are an essential component of many businesses' marketing strategies. They aim to stimulate sales, attract customers, and increase the visibility of products or services. In this context, sales promotion campaigns play a crucial role, offering a number of advantages for both businesses and consumers.



According to Kotler (1995, p. 570), sales promotion is "[...] a diverse set of incentive, mostly short-term, tools that aim to stimulate faster and/or higher volume purchase of a specific product by consumers or merchants."

The study and planning of sales promotion in small business involves the following questions: what are your goals with the promotion? What kind of incentive should I offer? Who is the target audience of the promotion? How long is the promotion? When should the promotion take place? What is the value of the investment in the promotion? And how do you evaluate the results of the promotion? Some examples of sales promotion objectives for small businesses are: creating conditions for short-term sales growth in response to competitors, seasonal variations in demand, or the need for stimuli for retailers; support sales and product movement at the point of sale, forcing greater inventory turnover and higher replenishment orders; to promote, throughout the year, a certain constancy in the level of production and in the maintenance of the labour force; enable the launch of a new product, not yet tested; create impact on the launch of a new product that is only slightly better than the product it will replace; and to adapt the situation of the product whose price is considered high based on the value perceived by the market. (Ferreira, 1995).

## 2.2 ENDOMARKETING

Endomarketing, known as internal marketing, refers to a set of strategies and practices adopted by organizations with the aim of cultivating engagement, motivating and promoting the well-being of their employees. This approach recognizes that employees play a crucial role in a company's success, considering them to be valuable assets. The main goal of endomarketing is to create a favorable work environment, where employees feel valued, motivated, and aligned with the organization's goals and values. This alliance between company and employees is essential to establish a solid organizational culture and promote employees' commitment to collective success.

According to Bekin (2004, p.2), author of the term, he defines endomarketing as "[...] Ethically directed marketing actions to the internal public (employees) of organizations or companies, who observe conducts of community and environmental responsibility", before reaching the external public, it is necessary for the organization to obtain means to win over its employees, making them understand the real objective of the organization and begin to seek it.

The process in endomarketing provides integrated communication, creating a base of interpersonal relationships, which can develop empathy and affection in the work environment. However, this implementation only becomes productive when communication occurs at all hierarchical levels, creating a harmony to achieve the general objectives.



### 2.3 SALES PROMOTION AND THE BENEFITS OF ENDOMARKETING

Sales promotion and internal marketing are two distinct strategies, but when combined effectively, they can bring significant benefits to an organization. Sales promotion, which includes tactics such as discounts, giveaways, contests, and incentives, can be a valuable tool for strengthening endomarketing, which is the management of the relationship between the company and its employees. Below, I'll discuss how sales promotion can benefit endomarketing. To maximize employee motivation, he proposed ideas such as participatory decision-making, challenging and responsible tasks, and good group relationships (Robbins, 2005, p. 134).

In summary, sales promotion can be an effective tool to strengthen endomarketing, as it contributes to motivation, recognition, alignment of objectives, internal communication, employee retention, and the creation of a positive work environment. When used strategically and aligned with the company's values and goals, sales promotion can be a valuable part of an organization's internal marketing strategy. This results in more satisfied, engaged, and productive employees, which in turn contribute to the company's success.

### 3 METHODOLOGICAL PROCEDURES

The present work is characterized as an exploratory study, regarding the Campaigns and Commercial Incentives in a food company in such a way, we understand as a methodological procedure the use of research by observation, with the focus on such campaigns, observing some *flyers*, pamphlets and speeches, through how these employees who belong to such a company, receive this content. The intention is not to look in detail at a single specific material, a single speech, but rather to verify how the incentive speech is delivered to its employees through these promotional campaigns and reflected in endomarketing. Scientific research by the method of observation corresponds to a technique of data collection in order to obtain information and use these senses in obtaining certain aspects of reality (Marconi, Lakatos, 2003). In this sense, the object of study does not correspond to the place/scenario and the subject itself, but rather to the advertising pieces that reflect the company's endomarketing.

We also emphasize that our intention is not to point out harms or benefits of such campaigns, but rather to analyze scientifically and in a way that contributes to the area of Commercial Management and Marketing, how these campaigns are being delivered and what discourses they transmit and awaken to the employee who receives them.

Regarding the business scenario analyzed, it is installed in a city of approximately 80 thousand inhabitants in the interior of São Paulo. It presents a wide mix of products, consisting of



more than 250 items, including sauces, tomato, pickled vegetables, condiments, sweets, jellies, jellies, chocolate powders, soups and instant noodles, as well as special lines, such as the Premium, Free, Healthy and Food Service lines.

With a view on the scenario mentioned above, the company takes it as necessary to create strategies that provoke its employees to offer its customers a wide mix of products, since it is observed in the vast majority of the sales team of this company, a sales addiction in two main categories, being: Stir-Fry Sauce and Vegetables which are currently the pioneer products of the organization.

#### 4 RESULTS AND DISCUSSIONS

The actions are linked to the companies' strategies and are approached as a trigger for the sales team, generating a competitiveness of the individual with himself and with the others who make up the sales team. In addition, this strategy, in conjunction with Trade Marketing, promotes the planning and control of sales and market actions and the benefits offered to the consumer, through the management and control of sales and marketing relationships established with the distribution channel (Kotler, 2002). That is, they are types of campaigns that help in the dissemination of products/services, so that the consumer has easy access.

Promotional campaigns and sales incentives are disseminated to the company's salespeople through catchphrases, usually consisting of short sentences, where they integrate with their daily lives or in the language in which they are used to working with their customers so that there is the memorization process. The catchphrases usually used are: "increase your profit", relates the sale of a product in a campaign to an award that at the end of the calculation of results, the value will be added to your commission or salary; "Be the first to offer this product to your customer", when it comes to a new product in the company's portfolio, in order to generate a feeling of motivation and remind them that customers will get to know the products through their effort and dedication.

With this view, Chiavenato (2010), people management is now focused on human capital and how it positively benefits the intellectual capital of the organization. In other words, people today are the key to business success.

The planning of the company analyzed in this study demonstrates that it is able to link on a single front a method to motivate its sales team, through promotions and awards and in the dissemination of its products at the point of sale.

Regarding the visual composition of the *flyers*/pamphlets, we visualize the images of people usually with an appearance of happiness and celebration for achieving something,



symbolizing an increase or financial gain that is intertwined with the company's incentive campaign towards its employees, by which such images reinforce the affective image of gain, power and achievement.

In this context, the image reinforces the speech given, that is, the writing contained in the ad, by which they encourage the employee to increase their remuneration and profitability, generating greater profitability through their work and performance, presenting happiness and joy added to their achievement of goals and salary increase.

As we have analyzed, this strategy combines the interest of the company with an interest of the salespeople who make up its sales team. This tactic benefits the organization with these products evidenced to the salesperson because in this way it leverages sales, generates the numerical distribution of products and the positivity of new customers. For this reason, the company's board of directors monitors the results of this process in detail.

In order to value sellers for their performance with the sale of these products, every quarter or semester an analysis is made of which sellers at the regional level maintained a good performance in that period. After validating the results, employees receive a bonus for their dedication on this work front and are directed to a Satisfaction Survey, to understand what can be improved, if it meets the needs of the entire customer segment of the portfolio and if the pamphlets sent via email and WhatsApp actually help them to understand and apply together with customers the available campaigns and incentives.

Then, the data is consolidated and worked on to present the company's board of directors with a new action strategy, with a new product mix in order to promote the diversification of opportunities for sellers, taking into account the scenario exposed by them.

After the validation of the board of directors on which actions the company will offer to the sales team in that new period, a pamphlet is made with the photo and report of each salesperson, demonstrating that in that regional, they had the "Top 5 Salespeople of Promotional Campaigns and Commercial Incentives", which are sent via email and WhatsApp to the entire sales team, in addition to being presented at management meetings.

In this sense, the company identifies some contexts, namely: which points should be improved, adaptation or revision of incentive mechanics, innovation and especially the interaction between company and employee, since the seller's opinion is essential for the continuation of the work. In addition, by sharing the "Top 5 Sellers of Promotional Campaigns and Commercial Incentives" pamphlet with other sellers, the company promotes the exchange of experience between sellers from different segments and regions.



## 5 FINAL THOUGHTS

At this point, in view of some final considerations, we can observe that Promotional Campaigns and Sales Incentives are a starting point to motivate the sales team and boost the sale of products in a food company in the interior of the state of São Paulo.

The work, through a literature review in the specific literature, addressed the importance of linking Sales Campaigns and Promotions with Endomarketing for the management of the relationship between the company and its employees, in addition to boosting the product mix of this company through these incentives. In addition, the bibliographic research evidenced the great contributions of Philip Kotler and Idalberto Chiavenato to the foundation of Marketing and People Management in the contemporary world. Thus, the business world is extremely volatile, due to the bombardment of information and the numerous technologies we are exposed to. However, the principles for having a healthy business compatible with the current market are based on the theses of these two authors. The analysis of this theme was motivated by the curiosity to understand the main benefits of adopting this strategy of the company, as well as because it is a topic of extreme relevance for the current scenario. Finally, we say that the objectives were achieved, as it was possible to show the functionality of Promotional Campaigns and Sales Incentives in a food company, as well as their way of encouraging the employee to sell more in the face of the increase in their salary level, achieving the goals through their incentive strategies and endomarketing campaign.

We also emphasize that this study did not understand the exhaustion of the theme, but unfolded in a brief look at a company in the food sector that is carrying out its campaigns to encourage increased sales and endomarketing movements.



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