

Sales Promotion Planning Checklist

- 1) You have identified what is happening in the marketplace.
- 2) You have reviewed what you are doing in the marketplace at this time.
- 3) You have reviewed and know what your competition is doing in the marketplace.
- 4) You have identified the customer/prospects problem that you are trying to solve.
- 5) You completely understand what is the source of their problems.
- 6) You know who the consumer or trade target is for the promotion.
- 7) You have determined what action you want to consumer or trade target to do in response to your promotion.
- 8) You have identified the specific geographic and demographic segments of the target markets.
- 9) You have developed your sales promotion strategies and have confirmed that they meet the objectives.
- 10) You have developed your sales promotion tactics to support your strategies.
- 11) You have determined that they work.
- 12) You have determined that they are practical.
- 13) You have determined that they are measurable.
- 14) You have determined that they are affordable.
- 15) Have you established a sell-in deadline to resellers to sign up by to receive or participate in your promotion?
- 16) How long with the promotion last?
- 17) Have you decided on a budget for the promotion? What is it?
- 18) Is there a firmly set limit?
- 19) Are there unanticipated costs that could affect the budget?
- 20) What is the timing requirement for having funding?
- 21) Have you decided how the promotion will be evaluated? Through focus groups, consumer groups, market test, or pre-testing?
- 22) Have you decided what target audience you want to test the promotion with?
- 23) What results are you looking for from the test?
- 24) What criteria will you use for evaluating whether to proceed with a full-scale of the promotion or not?

- 25) How will you measure success of the promotion?
- 26) Did the promotion result in increased volume or market share?
- 27) How did the consumer respond to the promotion?
- 28) How did the trade respond to the promotion?
- 29) How was the overall participation in the promotion?



© 2018 DWS Associates. All Rights Reserved.