

Plan Your Profitable Promos

Schedule and Run a Year of Revenue-Boosting
Sales Events



Course Book

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Introduction

Running promotions is an effective way to boost revenue and achieve your business goals. Promotional events and specials can help you generate more sales, hit your quarterly or yearly targets, and even recoup losses from seasonal slumps. And that's all while providing customers with added value and a superior shopping experience.

But you can't leave your promotions to chance or hold sales at the last minute. Successful campaigns require planning: not just weeks or months ahead of time, but, preferably, one full year in advance.

This might seem excessive at first, but it's not. Mapping out a year's worth of promotions will help you capitalize on holidays that are relevant to your target audience, ride the wave of energy generated by industry events, boost your income during slow periods, create a steady stream of profits year-round, and more.

Preparing your promos for the year also reduces stress levels. No more panicking because back to school season crept up on you unexpectedly and you don't have a promo ready to go. No more price-slashing because you need an instant infusion of revenue after a lull in sales. No more scrambling to fulfill orders or services because you underestimated how much you'd sell.

If this sounds like a lot of work to tackle all at once, don't worry, it's not. First, you'll choose ideal times to run promos, determine the promo types you'll use, and then develop each one at your own pace. Plus, once you review past promotions and sales data, you'll find that you can repackage previously successful promos, switching out products or targeting a new segment of your audience.

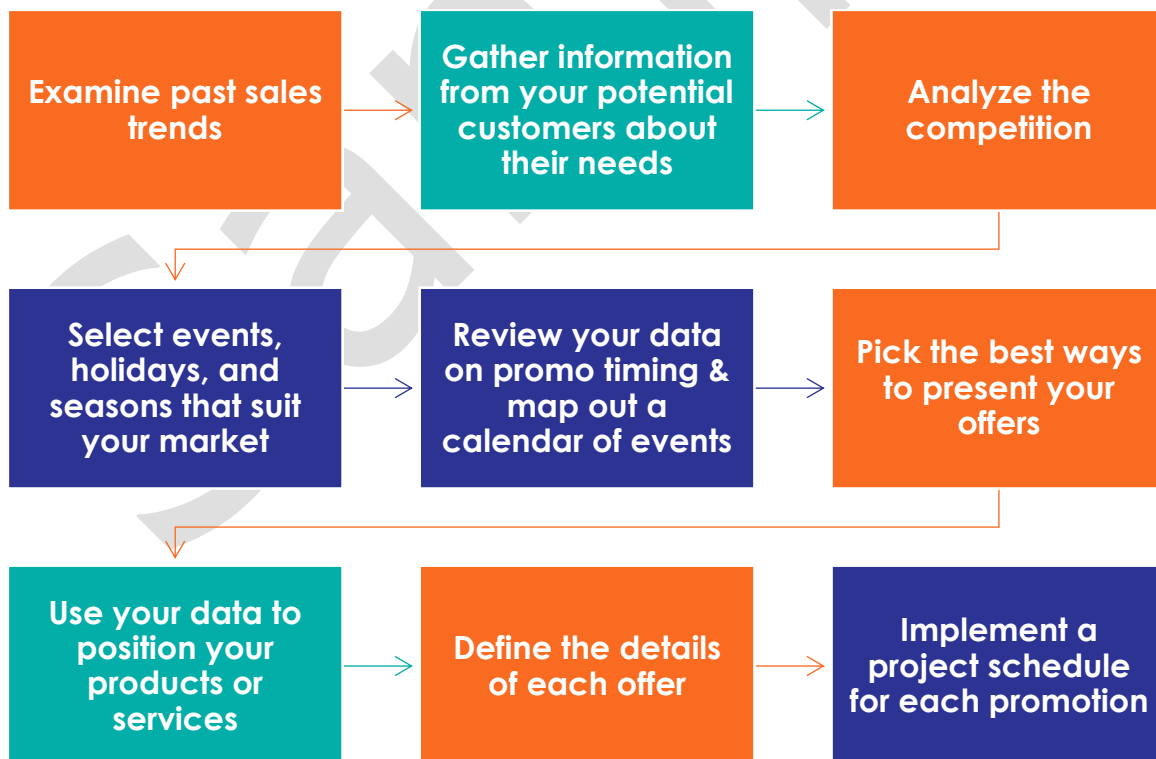
You have a lot of the work already completed. Planning your calendar is just a matter of strategically choosing which promotional events to run and when.

If this is your first time running a promotion, let alone building a yearly calendar, that's OK, too. This course will cover ways you can start small and grow.

In this course, you'll learn the value of developing promos informed by clear data, past experience, and audience feedback. Using this information, you'll be able to choose the best times to run specific sales events. You'll create themes and choose promotion types that complement your target audience, your brand, the time of year, and your business needs. Most of all, you'll learn how to get organized and plan ahead, so developing and executing your promotional calendar doesn't feel like a full-time job.

By the end of the course, you'll have an actionable calendar of promotions for the next 12 months that will help you achieve your goals and gives you a dramatic revenue boost.

Here is your roadmap through the course:



Learning Objectives:

By the time you complete this course, you'll be able to:

- Examine past sales trends so that you can plan promos based on reliable data about your customers' buying behaviors
- Gather information from your potential customers about their needs so that you can predict sales success
- Analyze the competition to get inspired, improve on their promos, and identify how your offering differs, increasing your likelihood of success
- Select annual events, holidays, and seasons that suit the needs of your market so your promos arrive when they're looking to buy
- Review the data you collected on optimal promo timing so that you can map out an effective and actionable calendar of events
- Pick the best ways to bundle, package, or present your offers to suit the needs of your audience so that they'll be motivated to buy
- Use the data you collected to determine the best ways to position your products or services and maximize sales potential
- Define the details of each offer, including pricing and marketing, so that you're ready to start selling
- Implement a project schedule for each promotion, giving yourself enough time to prepare effective marketing content that boosts sales
- Consolidate and implement your learning and plan future action steps so you can achieve the goals you set for this course.

This course is broken down into 5 major modules and individual lessons to take you step-by-step through the process of planning a year's worth of promotions and sales events.

The modules follow a logical order, so while you can skip around if you want, it's best to work through them one at a time.

As you go through each module, use your Action Guide to help you complete the Action Steps at the end of each.

Action Steps:

Before we start the course, take a minute to think about what you want to get out of it.

In the Action Guide, write down three skills you expect to gain.

Now that you're clear about what you want this course to deliver, we can get started.

Module 1 – Take Stock

When developing a promotional calendar, you need to pick the right products, timing, target audience, and themes. Your decisions should be based on facts, not assumptions. If you want your promo to be a success, there's no room for guesswork.

That's why the first step of promotion planning is to review existing data. You'll analyze past promotions, yearly sales data, and more.

And if this is your first time running a promotion, don't worry – this module also has you covered.

- **Lesson 1: Analyze Current Product and Sales Data**
- **Lesson 2: What if I'm New to Sales?**
- **Lesson 3: Other Ways to Assess Promo Potential**

Lesson 1: Analyze Current Product and Sales Data

Mine for Data

As you jump into this essential analysis stage, it's best to start with the basics. Before you can analyze patterns and sales cycles, get a handle on your sales numbers and pricing. This may sound obvious but writing it down can help you identify what's working well for you.

Go through your records and gather that data. Use the **Sales Data Spreadsheet** to help you build a comprehensive sales list. If you have the ability in your systems, run reports that give you information on products, prices, number of sales, past promotions, sales by month, and other stats.

Then look back at the previous year's sales figures and make note of your sales performance e.g.,

Most Profitable Products & Services

Past Promotions & Discounts

Top-Selling Products (full price)

Other Relevant Info

ATTENTION:

This is only an excerpt from our full course **Plan Your Profitable Promos**. The full, customizable course contains 5 major modules and Action Steps.

When you purchase a license for the course, you'll receive the editable files for the Course Book, Action Guide, graphics, social posts, and other resources.

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