S P S

Sales Promotion Staff Proposal

KESION MYANMAR

WINCOM SOLUTIONS

Did you have some troubles in the shortage of Sales Staff?

Did you have some troubles in the employment of sales staff who is fit in the campaign?

Did you have some troubles in the dispatch of trust staffs?

Did you have some troubles in the staffs who has awareness in the products promotion and effective marketing?

In the first place, Can Myanmar marketing?

Please, trust in this SPS plan!

Can make a big up with the Japan quality of staff training and marketing.

SPS・・・Sales Promotion Staff

Sales Promotion is , a method of marketing which is stimulate consumer desire to buy, and promote the products.

SPS is focus on the promotion of in-store promotion

Tasting sales event

Tasting food sales event

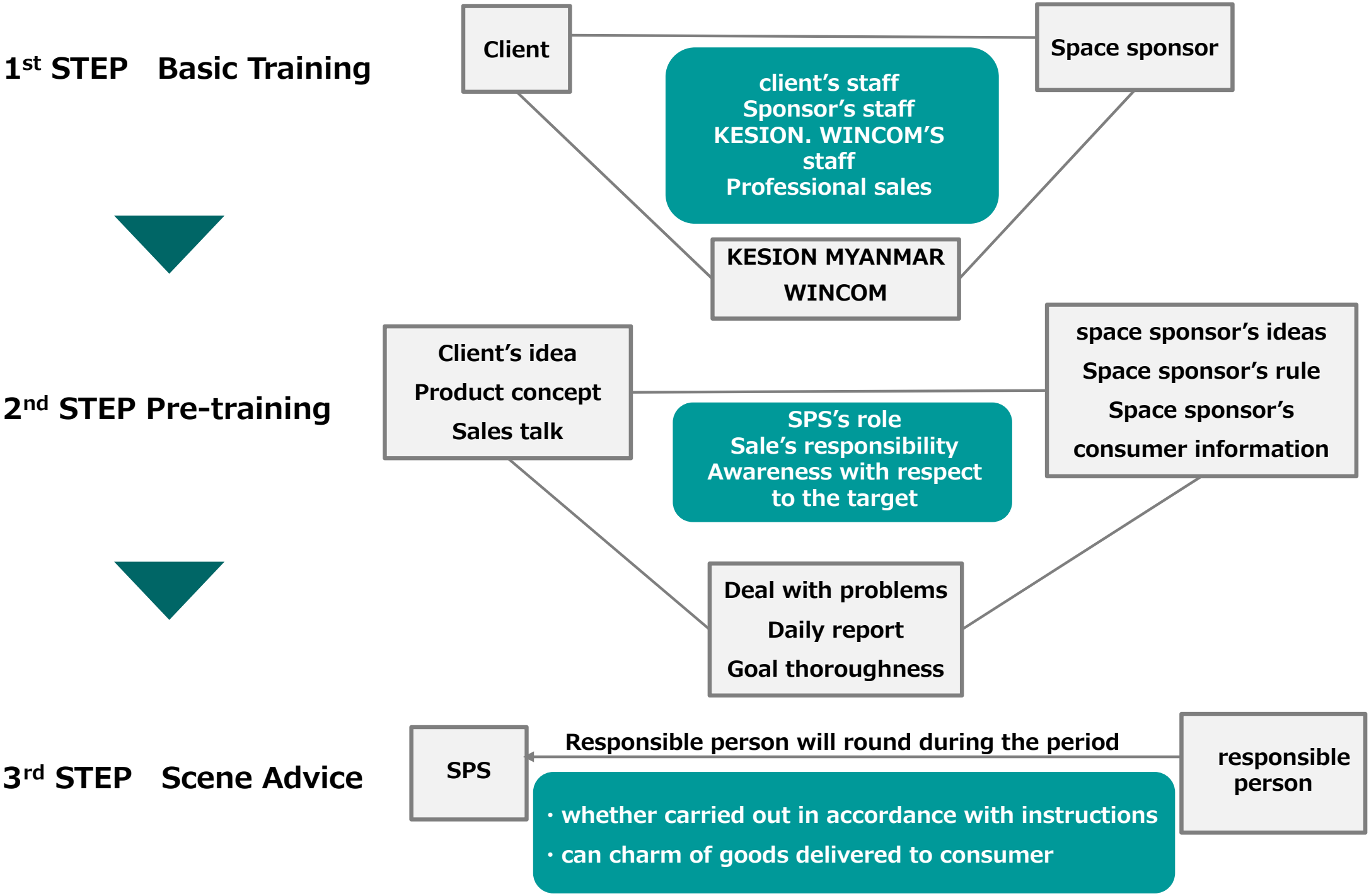
Sampling

Touch & Try

Survey

App download promotion

Member recruiting


1st STEP Basic Training
Client
Space sponsor
client's staff
Sponsor's staff
KESION. WINCOM'S staff
Professional sales
KESION MYANMAR
WINCOM
2nd STEP Pre-training
Client's idea
Product concept
Sales talk
space sponsor's ideas
Space sponsor's rule
Space sponsor's consumer information
SPS's role
Sale's responsibility
Awareness with respect to the target
Deal with problems
Daily report
Goal thoroughness
3rd STEP Scene Advice
SPS
Responsible person will round during the period
responsible person
・whether carried out in accordance with instructions
・can charm of goods delivered to consumer

Rate of inflation of Myanmar

9.84% (IMF 2016)

Economic growth rate of Myanmar

8.07% (IMF 2016)

Mobile phone penetration rate of Myanmar

77% (2016)

As the amount of information expansion also enhanced consumer exposure to new information

Internet user

About 30 million peoples

Due to the increase in shopping malls, consumption opportunities will increase. So consumer interest in new products also strengthened

The district where is lack of awareness of the expanding media

The needs of Sales Promotion event is growing up

Propose the high quality SPS plan

Sales Promotion Staff

Cost	:	A rank	ASK/1dy・1p
		B rank	ASK/1dy・1p
		C rank	ASK/1dy・1p
Implementation time	:	1dys 7hrs (break 1hrs substance 6hr)	
Ordering period	:	ASK	
Ordering staff	:	5ps or more (mini)	

※the amount is the one person in the one place
※include pre training cost

Can profile check at first for A・B rank

OPTION **※price needs an estimate.**

Please contact us for other needs

Space renter

Uniform production

Display production

Create a survey and summary

Extraction of Hearing target

▼

Implementation place. Period. Proposal layout

▼

order

▼

Staff pre training

▼

Sales Promotion start

▼

Review interim report & implementation plan（KPI）

▼

Staff retraining

▼

End of period

▼

forward report