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A STUDY ON SALES AND PROMOTION STRATEGIES IN GREAT ONE TECH PVT. LTD., TRICHY

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ABSTRACT

This project focuses on analyzing the effectiveness of sales and promotion strategies adopted by Great One Tech Pvt. Ltd., Trichy, in enhancing market reach and sales performance. In a competitive IT services environment, ineffective sales planning and promotional activities often lead to low customer awareness, reduced lead conversion, and inconsistent revenue growth. To overcome these challenges, organizations are increasingly adopting systematic and technology-driven sales and promotion strategies to improve customer engagement and business performance. The main objective of this study is to understand the nature of sales and promotional practices, the challenges faced, and the satisfaction level of employees and customers regarding the strategies followed by Great One Tech Pvt. Ltd.A structured questionnaire was developed and distributed to sales, marketing, and managerial employees of the company.

KEY WORDS: Promotional Practices[1]*, The Challenges Faced*[2]*, The Satisfaction Level Of Employees Customers*[3]