



# **ROLE OF PRODUCT SALES AT INDUSTRIAL PROMOTION: AN APPLIED STUDY IN IRAQI STATE COMPANY FOR MARKETING DRUG AND MEDICAL APPLIANCES**

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<b>Received:</b> December 20 <sup>th</sup> 2022 <b>Accepted:</b> January 26 <sup>th</sup> 2023 <b>Published:</b> February 28 <sup>th</sup> 2023	The research aims to improve the marketing capabilities of the executives in the industrial companies by helping them control the industrial promotion, which may bring their companies great profits. The research was applied in an Iraqi public company with an intentional sample of (71) managers. Through the questionnaire and statistical analysis, a group of results were reached, the most prominent of which is that product sales have a strong direct correlation with industrial promotion, and that the company should pay attention to indicator of sales activities so that it can raise industrial promotion levels.

**Keywords:** Product Sales, Industrial Promotion, Sales Efficiency, Sales Activities, Sales Performance.

## **INTRODUCTION**

Industrial promotion is one of basic elements of marketing mix based on the vital role played by promotion in introducing customers to the industrial company's goods and services and how to influence them to convince them of the benefits that they obtain as a result of their buying (Ibrahim et al,2020,410). Industrial promotion is an effective communication tool between the industrial company and the target customers through the activities used to contact them and provide them with comprehensive and detailed information about the company and its main activity (Ramdani et al,2021:467). Industrial promotion is defined as all activities that contribute to facilitating effective communication with current and prospective customers, which leads to increased product sales, and informs the customer of the importance of the good or service and its suitability to satisfy his needs, and what distinguishes it from competitors (Jassim,2022:7). Industrial promotion is known as the means that seek to communicate with industrial customers therefore, it is a fertile field for innovation with its various elements, especially in the field of advertising (Thomas et al,2021:14), its importance stems from its ability to target the largest possible number of target audience with customers of both consumers and companies (Jassim and Shubar,2020:2380). It is noticeable that the use of concept product sales is still in beginning, as many companies are still ignorant of what product sales is, what its indicators are, and what it can achieve for company from the great benefits and positives

(Amankwah and Asare,2019:35). Therefore, this topic is addressed in order to verify the role played by product sales with its indicators in identifying industrial promotion, and a procedural scheme has been prepared aimed at clarifying the nature of the researched relationships between product sales indicators (first main independent variable) and industrial promotion (second main approved variable) as well. A number of related hypotheses were formulated with the aim of field testing in Iraqi State Company for Marketing Drug and Medical Appliances.

## **THEORETICAL APPROACH**

### **Product Sales**

Product sales represent a measurement indicator for the company's competitive website, which is one of the pillars of success and marketing excellence, as sales are the main source of the company's revenues (Kotler et al,2022:283). Product sales constitute the essence of the marketing process, perhaps the increase in the volume of sales and the investment of marketing opportunities requires the company to focus on providing products that achieve value to customers in the short term and meet market needs in the long run (Xu et al,2021:534). Company can achieve improvements in product sales through the product mixture it provides to the market, through which it is distinguished from its competitors and achieves its marketing goals (Amankwah and Asare,2019:28), and most researchers in the field of marketing management agree on product sales indicators which include the following:



1. Sales Efficiency, is the ratio between sales outputs and their inputs, so the high outputs (product sales) are high in addition to low inputs lead to an increase in sales efficiency (Marzouk et al,2022:52), and the standards of this indicator are classified to three types: firstly, the total sales efficiency measurement such as net revenue achieved from the total assets and the right of ownership (Sundareswaran et al,2022:84). Secondly, the partial measure of sales efficiency, such as the number of workers in the organizational unit for sales (Jassim and Mahmoud,2022:3155). Thirdly, the qualitative measure of sales efficiency such as the level of the product quality using the available resources (Jose,2022:112). Most researchers confirm that the efficiency of sales is the degree of the company's exploitation of all its marketing resources, and this requires a high organization of the process of converting inputs that mean marketing supplies to outputs that mean the product sales (Rajagopal,2020:171).
  2. Sales Activities, are the number of total tasks that cost them to sell sales representatives in the company, such as communications, sale, customer relationships, team work, and support for marketing databases in a manner that achieves the company's goals (Lamb et al,2018:107). This indicator is measured by three axes: Firstly, the measure of sales costs that are related to the level of sales achieved within a certain period, and this gives the marketing department the ability to determine the effectiveness of sales representatives and the extent of their contribution to the implementation of the sales plan (Ramdani et al,2021:463), as it diagnoses the strengths and weaknesses of the sale process that it conducts company and its various branches, and the company may seek to maximize sales at a specific level of target that requires spending on the efforts needed by this level (Nguyen et al,2019:106), and this means that the increase in costs may be justified and caused by the increase in the sales of the product, which in turn is achieved by the increase in sales activities (Onhi et al,2022:28). Secondly, the measure of sales analysis that shows the nature of the activities carried out by the sales units and their effect on the sales of the product is actually achieved (Snyder et al,2022:53), as this criterion shows the extent of the company's possession of a successful sales plan and shows the decisions to expand the sales outlets (Lim et al,2022:116), and the degree of flexibility of the plan in the event of implementation under non -adapted circumstances that may occur in the market and the company is placed in a special position (Anjala et al,2021:185). Thirdly, the measure of profitability that the company seeks to glorify in a way that negatively affects the current and future sales of the productive mixture, as this criterion shows the net difference between the company's revenues and its investment cost within a certain period of time (Ladyzynski et al.,2019:31).
  3. Sales Performance, which represents all the efforts made in providing certain products during a predetermined period (Zhiguo et al,2020:13), and this indicator is measured by: Firstly, the achievement time that it takes to provide certain goods and services is actually delivered to the customer (Armstrong et al,2018:151). Secondly, the marketing policy that can be clearly perceived in small and medium companies to easily control current requests for its products in a specific market and evaluate the degree of the company's success in overcoming its competitors (Widya et al,2021:115), with confirmation that attracting customers is not an easy thing and it is a very hard work that results from complex relationships between tasks which are performed by all marketing units in the company, which increases its market share and product sales (Andres and Juan,2022:180). Thirdly, creative ideas that achieve goals of company and objectives of marketing administration together, and sales representatives can only be successful when they have self-capabilities for creativity that enables them to accomplish tasks in a way that improves the level of sales performance (Bigler and Kammermann,2022:57), especially in the event of negotiation with the buyer, as this requires it to invent the sales representative is new ways to direct customers attention towards the high value offered by the company (Jassim and Redha,2022:94).
- Product sales is one of the marketing goals and the ruling customer (Kerin and Hartley,2020:301), which is scheduled for the success or failure of the company's product is so interest in the customer must be the essence of the company's activities all and the sales of the product should become a goal (Ibrahim et al,2020:548). That all activities and businesses seek in the company to ensure the continuation of sales and the company's stay in the market and confronting its competitors and that this requires appropriate financing that the company can guarantee by



achieving profits resulting from the sales of the product.

### **Industrial Promotion**

The industrial promotion includes the introduction of mechanisms and means to the elements of the promotional mix, which would add a positive impact on the awareness of the target customer and build his desire to acquire the company's products (Sripathi and Ramadevi,2022:156). Industrial promotion a term given to a group of promotional activities that interact together in an effective manner aimed at introducing prospective customers to the company's products to influence their purchasing decision and attract them to deal with the company (Katole,2020:585). Industrial promotion is defined as a group of five elements that work together and in different proportions to achieve the required response as the following:

*the first element* is industrial advertising, is a unique advertisement that is a good opportunity to work and persuade a combination and non-traditional ideas that connect advantages of brand with industrial customers in a wonderful artistic style, that makes the viewer, listener or reader interested with advertising and interact with it in a way that stimulates motivation purchasing (Rocha et al,2020:204). It should be emphasized that industrial advertising is subject to the main principles of advertising, the most important of which is that it is a paid promotional means, that is, it is a means that requires the payment of money from the company to the advertising agent (Mainak and Arnaud,2021:84).

*The second element* is personal selling, is defined as a personal communication between industrial seller and industrial buyers to offering benefited from as a result of using the product (Widya et al,2021:178), and that it contributes in increasing the chances of success of the sales process from the first stage (Jassim and Ridha,2022:15). Personal selling includes creating new ideas that lead to activating the process of direct communication with industrial customers, in addition to expanding the database and information that leads to the development of product design decisions and its industrial promotion (Christian,2021:5). Successful sales deals and the salesman's skills enable him to carry out the work entrusted to him in an efficient and effective manner in all stages of the sales process and to find quick and successful solutions and provide a set of options and alternatives that work together to convince that industrial customers will acquired a good value from this transaction (Armstrong,2018:307).

*The third element* is sales promotion, most industrial companies use various means to activate their sales in a new framework in order to gain customer interest and achieve distinction from other companies (Andres and Juan,2022:181). In drawing the attention of customers through the incentive of repeated use for the purpose of affecting customers by addressing the famous personality to benefits obtained by buyers and inviting them to visit the company's sales centers, or by activating sales with gifts (Onhi et al,2022:28). Industrial company provides free gifts to each customer who buys a certain type of its products, such as pens, notebooks and t-shirts bearing the company' logo, which they are called souvenirs because of their impact on the buyers' behavior, adding their color is an advertising method that can be used as a tool to attract more visitors to learn about the company's products mix (Bhatti, 2018:56).

*The fourth element* is public relations, a planned activity whose goal is to achieve satisfaction and mutual benefit between the industrial company and its customers through programs based on social responsibility that affect public opinion and build good intentions about the company, its achievements and its industry (Arora et al,2020:101). Public relations lead to greater awareness of the company and its products compared to advertising, because this activity carries more credibility and gains the public's trust more than what is presented in advertising, and the expenses spent by the industrial company on public relations are much less compared for advertising (Ejikeme,2020:13). It consists of organizing parties and private invitations a kind of direct contact with the public, whether it is for employees within the industrial company or customers who deal with it that has the programs contact with some important personalities in society (Gentsch,2019:85), like athletes, thinkers and scientists, the way of participating in public life, investing in national events in which large numbers of community members participate, and official celebrations held by the state that provide a space for the industrial company to strengthen its relationship with society and develop its sense of responsibility (Belda-Medina,2022:117). The industrial company is part of the community and there is a responsibility that rests upon it, and this responsibility is not imposed by laws and legislation (Jassim and Redha,2022:6) but rather stems from the company's sense of responsibility towards society, such as building orphanages, nursing homes, caring for the disabled and building gardens parks and resting places in private parking lots to wait for passengers and distribute food baskets helping the needy (Mainak and



Arnaud,2021:85), supporting scientific trends, and holding workshops and seminars that support the efforts of researchers and lead to deepening relations with community to developed orders on industrial company's products (Solomon, 2018:307).

*The fifth element* is direct marketing, defined as one of the types of industrial promotional campaigns that uses various communication channels such as e-mail, phone call, and request to visit the store, may be it take a sometime but in the end achieves the desired goal (Anjala et al,2021:189). The direct marketing is characterized by the ability to know the results faster and better and allows continuous communication with the old audience of the industrial company by sending mails or contacting them and informing them about its new products (Huynh and Duong,2022:9), Direct marketing is a powerful and effective tool for large and small companies in which they provide the most prominent services and offers, and there are other types of it that can be used such as coupons, automated phone calls, kiosks and marketing by sales representatives for industrial company (Wei et al,2021:280).

Industrial promotion for company are considered an appropriate area to give them touches to achieve a kind of distinction in communicating the promotional message to the target customers (Salem and Jassim,2022:1246), it should be noted that some industrial companies sell some of their products directly to the consumer (Kevin and Joe,2021:75), and this means that the product may be industrial or consumer according the user.

### **Purpose of study**

Diagnosing nature of correlational and influencing relationships between investigated variables provides a guide for marketing management in the company under study in particular and rest of companies in general, which is *main purpose* of study. As for theoretical compilation of most important intellectual premises and scientific implications of product sales and industrial promotion, it is *secondary purpose* of study.

## **METHOD**

### **Sample and methodology**

*Research community* is Iraqi State Company for Marketing Drug and Medical Appliances, it is a public company founded in 1964 at Ministry of Health in Republic of Iraq, is governed by the general companies' law No. (22) of (1997) as amended and the rules of procedure No. (1) of (1999). The company is managed by the board of directors, which consist of the director general chairman and eight (8) members,

includes (17) department, (4) sections and (5) stores in governorates plus serums and vaccines` institute in addition of sources of funding is currently (6.5%) of contract. It is an economic unit, self-founded and wholly owned by the state and has moral personality, financial and administrative independence and work according to economic principles associated with the ministry of health and its main headquarters in Baghdad.

Company target to contribute in supporting the national economy by providing medicines, medical supplies and medical equipment and private constitutional laboratory materials and spare parts for medical and serves devices and chemical materials used in the manufacturing process and preparation of serums and vaccines , whether used for medical purposes or for other purposes by importing this materials from abroad or preparing and manufacturing it in Iraq and distributed it on governmental and non-governmental health institution. Maintenance the service and medical devices contribution in other manufactures to medicines, medical appliances and serums and vaccines in Iraq, Arabic and foreign countries. Printing activity to serve the need of company and departments of the ministry. Company vision is providing medicines and high-quality supplies through the use of highly efficient import policy. Company mission is provision of medicines and medical appliances for all citizens with high quality and appropriate cost.

The functions of the company and its board of directors are: 1-Taking the necessary measures for importing and marketing what Iraq needs of medicines and scientific appliances, medical and services devices and its spare parts to achieve its purposes except what excluded by private law. 2-Enter into contracts and agreement within and outside Iraq for private and commercial agencies to achieve the company objectives. 3-Open stores in parts of Iraq. 4-The establishment of manufacturing and production units of serums, medical vaccines and diagnostic kits with its supplies. 5-Contribute to the establishment of an Iraqi and Arabic companies to achieve their purposes based on this system within and outside Iraq. 6-Adoption agents of civil stores with distribution the medicines and medical supplies to civil pharmacies and diagnostic kits to civil laboratories. 7-Provision the supplementary requirements for company activities. 8-Approval of plans and annual budgets spread over the months and seasons of the year. 9-Approval of the final accounts and annual report of the company. 10-Approval the draft annual budget of the company. 11-Perform legal acts and business to achieve the purposes of the

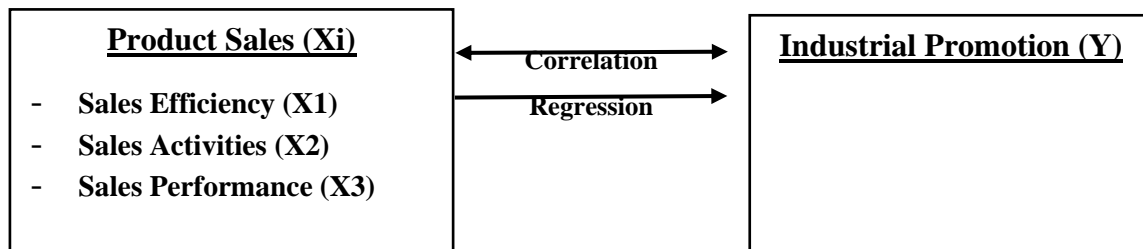


company. 12-To take the necessary measures with regard to the reports submitted by the internal control section and make sure to take the necessary measures regards with observations of the office of financial supervision. 13-Overseeing of the marketing process and provision of raw materials and platform for importing and all the companies activates then evaluating the results of implementation of plans. 14-Terms of the contract proposal for using the experts and Arab foreign researchers who needed company for service in accordance with the laws. 15-The proposal to join the company to the Arabic and international organizations related to company activity. 16-To approve the investment of cash surpluses to contribute with contributing companies to implementation the objectives of the relevant company invested in fixed deposits in banks in Iraq.

The company policy is that board of directors shall draw, put policies and management, financial,

regulatory, technical plans necessary for the conduct of its business and achieve the objectives, supervision and follow up implementation and exercise of all rights and power related. Its website is ( <https://kimadia.gov.iq/> ) and the company seeks to improve its product sales and conducts marketing research that contributes to increasing its revenues and discovering modern marketing methods like industrial promotion.

*Research sample* was selected using the intentional sampling method, which assumes that the sample has a direct relationship with the variables investigated (product sales and industrial promotion), the surveyed sample has (71) manager (senior manager, department head, division official and their assistants) all of whom received a questionnaire form that was prepared specifically for this, idea of the research can be clarified in figure (1).



**Figure (1) The procedure chart of research**

Based on research plan, the following hypotheses were developed:

1. There is a significant correlation between sales efficiency (X1) and industrial promotion (Y).
2. There is a significant correlation between sales activities (X2) and industrial promotion (Y).
3. There is a significant correlation between sales performance (X3) and industrial promotion (Y).
4. There is a significant correlation between product sales (Xi) and industrial promotion (Y).
5. There is a significant effect of product sales (Xi) in industrial promotion (Y).

#### **Data analysis**

The research relied on (Likert) five-point scale in answers of sample surveyed amounting to (71) managers on paragraphs of questionnaire form that were prepared specifically for this research. The statistics were relied on (The arithmetic mean, standard deviation and mean relative weight) for studied variables using SPSS V.23 program, as shown in table (1)



**Table (1) Frequency of answers for researched sample (N=71)**

Paragraph content	Totally Agree		Agreed		Neutral		Not Agree		Not Totally Agree		Arithmetic Mean	Standard Deviation	
	No	%	No	%	No	%	No	%	No	%			
Sales Efficiency (X1)	Company focuses on studying the various factors that affect success or failure of its main and subsidiary objectives.	30	44.93	30	42.03	11	13.04	0	0.000	0	0.000	4.32	0.696
	Company invests defective products in beneficial areas.	22	30.43	37	53.62	11	14.49	1	1.450	0	0.000	4.13	0.705
	Company makes sure that its products are of high quality compared to competitors.	19	28.99	40	56.52	12	14.49	0	0.000	0	0.000	4.14	0.648
	Company seeks to possess full knowledge of marketing operations of its competitors in market.	29	40.58	33	47.83	8	10.14	1	1.450	0	0.000	4.28	0.705
	Company diagnoses competitive position in market.	19	26.09	26	37.68	12	15.94	14	20.29	0	0.000	3.70	1.075
	<b>Overall Average</b>											<b>4.11</b>	<b>0.766</b>
<b>Availability of sales efficiency in Iraqi State Company for Marketing Drug and Medical Appliances</b>											<b>82%</b>		



<b>Sales Activities (X2)</b>	Company relies on the market intelligence system in the field of forecasting the expected sales in future.	18	26.09	43	62.32	5	5.800	5	5.80	0	0.00	4.09	0.742
	Company's management believes that competition between companies in market depends on degree to which company knows preferences of its customers.	16	23.19	40	56.52	11	14.49	3	4.35	1	1.45	3.96	0.830
	Company takes into account the ability of its customers and prices of competing products in pricing process.	16	23.19	40	56.52	15	20.29	0	0.00	0	0.00	4.03	0.664
	Company dedicates teamwork methods and team spirit among its members for purpose of creating opportunities to excel in industry.	14	18.84	39	55.07	13	18.84	5	7.25	0	0.00	3.86	0.809
	Company has advanced sources of information on its competitors.	16	21.74	38	53.62	14	20.29	3	4.35	0	0.00	3.93	0.773
	<b>Overall Average</b>											<b>3.97</b>	<b>0.764</b>



Availability of sales activities in Iraqi State Company for Marketing Drug and Medical Appliances											79%		
<b>Sales Performance (X3)</b>	Company owns an electronic communication network that connects all its branches to enable it to carry out its marketing operations easily.	22	30.43	32	44.93	15	21.74	2	2.90	0	0.00	4.03	0.804
	Company achieves satisfaction of all stakeholders at same time.	24	33.33	38	53.62	8	11.59	1	1.45	0	0.00	4.19	0.692
	Company adopts modern marketing patterns for its products in line with the quality of contemporary technologies.	19	26.09	38	53.62	10	14.49	4	5.80	0	0.00	4.00	0.804
	Company has professional experts in developing creative ideas in the field of marketing.	21	28.99	30	42.03	14	20.29	6	8.70	0	0.00	3.91	0.919
	Company is keen to be green business and sustainable.	32	44.93	31	43.48	6	8.70	2	2.90	0	0.00	4.30	0.754
	<b>Overall Average</b>												<b>4.09</b>
<b>Availability of sales performance in Iraqi State Company for Marketing Drug and Medical Appliances</b>											<b>81%</b>		





<b>Industrial Promotion (Y)</b>	Company's management is working to share relevant promotional information with employees.	22	30.4 3	32	44.9 3	12	17.3 9	4	5.80	1	1.4 5	3.97	0.923
	Company provides assistance to those who need it from customers.	19	26.0 9	34	47.8 3	17	24.6 4	1	1.45	0	0.0 0	3.99	0.757
	Company management provides reliable services.	14	18.8 4	40	56.5 2	15	21.7 4	2	2.90	0	0.0 0	3.91	0.722
	Company's management uses various means of communication to deal with its customers.	13	17.3 9	29	40.5 8	26	37.6 8	3	4.35	0	0.0 0	3.71	0.806
	Company is keen to portray its products in a way that shows its advantages.	19	26.0 9	34	47.8 3	15	21.7 4	3	4.35	0	0.0 0	3.96	0.812
	Company is keen on packaging its products in an attractive way for attracting attention of customers.	19	26.0 9	41	57.9 7	7	10.1 4	4	5.80	0	0.0 0	4.04	0.775
	Company owns a promotion unit within organizational structure of marketing function.	14	18.8 4	40	56.5 2	13	18.8 4	2	2.90	2	2.9 0	3.86	0.862



Company cooperates with famous design agencies in field of product promotion.	20	27.54	32	44.93	13	18.84	4	5.80	2	2.90	3.88	0.978
Company uses marketing consultants from universities to develop promotion of its products.	16	21.74	33	46.38	16	23.19	4	5.80	2	2.90	3.78	0.953
Company allocates fixed amounts for promotion from marketing budget.	15	20.29	37	52.17	11	15.94	4	5.80	4	5.80	3.75	1.035
Company's management works to communicate with its customers in a clear and understandable language for all.	20	27.54	31	43.48	17	24.64	3	4.35	0	0.00	3.94	0.838
Company allocates a specific color to paint all its buildings.	11	14.49	36	50.72	17	24.64	6	8.70	1	1.45	3.68	0.883
Company tends to use color green because it is associated with issues of nature.	7	8.70	15	20.29	26	37.68	18	26.09	5	7.25	2.97	1.057



Company's management provides facilities to its customers in order to continue using its services.	18	24.64	33	46.38	13	18.84	6	8.70	1	1.45	3.84	0.949
Company's management is concerned with maintaining its relationship with customers.	22	30.43	31	43.48	12	17.39	5	7.25	1	1.45	3.94	0.953
<b>Overall Average</b>											<b>3.82</b>	<b>0.891</b>
<b>Availability of industrial promotion in Iraqi State Company for Marketing Drug and Medical Appliances</b>											<b>76%</b>	

**RESULTS**

It is noted from table (1) that product sales in its research dimensions (sales efficiency, sales activities and sales performance) and industrial promotion have obtained well-weighted averages, which indicates their application and presence in Iraqi State Company for

Marketing Drug and Medical Appliances in which a search application was run. Statistical analysis program (SPSS) was used for purpose of extracting *correlation coefficients* between product sales and industrial promotion, and results of analysis appeared as in table (2).

**Table (2) Results of correlation coefficients between product sales and industrial promotion.**

Independent Variables	Sales Efficiency	Sales Activities	Sales Performance	Product Sales	Indication Level
Dependent variable (Industrial Promotion)	0.56	0.70	0.65	0.74	0.000
<b>Correlation is significant at the 0.01 level (N=71).</b>					

It is clear from table (2) there are correlations between the investigated variables, allowing transition to measure effect relations between those variables by calculating the regression coefficients using statistical

analysis program (SPSS), as which is shown in table (3).

**Table (3) Results of regression coefficients for product sales on industrial promotion.**

Independent variable	Dependent variables	Constant limit value (a)	Value of the marginal slope coefficient (β)	Coefficient of determination (R <sup>2</sup> )	(F) calculated value	(F) Tabular value	Indication Level	Indication type
Product Sales	industrial promotion	0.951	0.909	0.485	62.742	3.985	0.000	significant
<b>Regression is significant at the 0.05 level (N=71).</b>								



## DISCUSSION

From results in table (2) and table (3) it is possible to reach following:

- 1) Hypothesis test (*There is a significant correlation between sales efficiency and industrial promotion*)  
The calculated value of correlation coefficient between (sales efficiency) and (industrial promotion) reached (0.56), and indicates the existence of a strong direct positive correlation relationship between the two variables at significance level (0.01) and accordingly *the hypothesis is accepted.*
- 2) Hypothesis test (*There is a significant correlation between sales activities and industrial promotion*)  
The calculated value of correlation coefficient between (sales activities) and (industrial promotion) reached (0.70), and indicates existence of a strong direct positive correlation relationship between two variables at the significance level (0.01) and accordingly *the hypothesis is accepted.*
- 3) Hypothesis test (*There is a significant correlation between sales performance and industrial promotion*)  
The calculated value of correlation coefficient between (sales performance) and (industrial promotion) reached (0.65), and indicates the existence of a strong direct positive correlation relationship between the two variables at the significance level (0.01) and accordingly *the hypothesis is accepted.*
- 4) Hypothesis test (*There is a significant correlation between product sales and industrial promotion*)  
The calculated value of correlation coefficient between (product sales) and (industrial promotion) reached (0.74), and indicates the existence of a strong direct positive correlation relationship between the two variables at the significance level (0.01) and accordingly *the hypothesis is accepted.*
- 5) Hypothesis testing (*There is a significant effect of product sales in industrial promotion*)  
The calculated (F) value reached (62.742) which is greater than the tabular (F) value of (3.984) at the significance level (0.05) and accordingly *the hypothesis is accepted.* Through value of coefficient of determination ( $R^2$ ) of (0.485), this means that dimensions of the determinants explain (48%) of the changes that occur in industrial promotion, and that (52%) of the effect is due to other factors that are outside scope of this research.

## CONCLUSION

Marketing has its own mix of main elements, promotion is one of them, and industrial companies try

to promote their products more efficiently to ensure that they reach the largest possible audience in addition to persuading them to buy. Customers in the markets are divided into two types: buying companies and buying consumers, and some companies, including Iraqi State Company for Marketing Drug and Medical Appliances that markets products with characteristics that allow them to be industrial products and consumer products at the same time. Corporate managers seek to intensify their campaigns in the field of industrial promotion over time, and they place great emphasis on the proceeds from those campaigns represented in increasing sales operations, so the main idea that was really worth researching is that the product sales achieved are what support the continuation of the company's industrial promotion operations.

As a good sales efficiency index ensures the correct and full utilization of all available resources for the marketing unit, thus reducing waste and losses and transferring money that may be spent in addressing sales errors to another field, which is industrial promotion. The sales activities indicator is also an important element in evaluating the efficiency of sales representatives, and in light of it decisions are taken to transfer, rotate, upgrade or dispense with them. This includes the work of these representatives in the field of industrial promotion. It was noticed through the research that the sales performance indicator provides the company with very important details about the marketing workload and the developments that occur in the sales performance are positively reflected in the company's ability to industrial promotion.

Continuous high sales performance would attract new customers to the company and enhance the confidence of existing customers it encourages them to adhere to the company's products and to talk positively with others about the company's brand. Industrial promotion includes industrial advertising, personal selling, sales promotion, public relations and direct marketing, all of which are performed in the marketing department of the company, and it is clearly linked to financial budgets. The obvious fact is that increasing promotional campaigns requires an increase in financial allocations, and that these financial allocations can be provided by product sales, and so on. The relationship is strongly and directly interrelated, and the company should pay attention to product sales because the resulting increase in revenue can contribute to financing the industrial promotion campaigns that the company intends to launch in the market.



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