

Marketing Promotional Materials and Performance of Sales Force in FMCGs Companies in Lafia Metropolitan Market

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Abstract: The study examined the impact marketing promotional materials (MPMs) and the performance of sales force in fast moving consumable goods (FMCGs) at lafia metropolis market of Nasarawa State, Nigeria. The work answered the question of the influence of promotional materials on sales outcomes in FMCGs companies in Lafia market of Nasarawa State, Nigeria. The objective is to understand the relationship between the use of promotional materials and sales performance, identifying the most effective types of promo materials, and assessing the overall impact of on sales force productivity. To achieve the purpose of the study, research questions were raised, hypotheses were formulated, and a review of related literature was a made. The population of study consisted of 42 respondents who are the stakeholders in the administrators of promotional materials in fast moving consumable goods (FMCGs) industry in lafia metropolis. In order to collect the necessary data for this study, the primary. The data were collected, analyzed, and presented using tables; hypotheses were tested using chi-square method of data analysis. The finding shows that point of sales promotional materials usage has impact on sales force performance, point of purchase promotional materials usage has effect on sales force performance, point of product launch promo material usage has positive implications on sales force performance, and point of publicity promotional material usage has positive implications on sale force performance in lafia metropolis for fast moving consumable goods, and there is a significant relationship between the usage of marketing promotional materials on the sales force performance. Based on the above statement, it was recommendation among others that the fast moving consumable goods producer and marketer should continue to improve and design robust marketing promotional materials that is consumer centered and there are to be used at every dimension of point of customers' engagement at the stipulated market place.

Keywords: Promotional Materials (PMs), Sales Force, Sales Performance, Fast Moving Consumable Goods (FMCG), Point of Sales, Point of Purchase, Promotional Materials Administration.

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I. INTRODUCTION

➤ Background to Study

As sale function is evolving and becoming competitive, coupled with changes in consumers' behavioral pattern and sales operational methods. Recently, consumer behavioral pattern is constant demand for promotional materials after purchase; as compared with the time of snake oil salesmen who never bothered about what they can give customers to promote their brands except what they want to collect (cash) from the unlearned customers. However, in modern day selling, it has become imperative for companies to come up with strategies that will increase her market share, and create competitive advantages in the market. And one of the ways to do this is effective usage of promo

materials. Promotional material is also called marketing materials which are used at the point of sale, point of branding (which is also called market activation), and point of publicity / public relation and at the point of purchase. These are different forms of souvenirs that many companies use to promote product and induce sales for both existing customers and prospecting customers. This can be any item or material branded by an organization to promote their products, company's image and to induce sales in the market. It is likewise used to achieve short time sales. Sales teams are the brains behind the optimization of the usage of the marketing promo materials. If the promo materials will be effectively and efficiently utilize; it depends on the sales team's orientations and culture about the usage of marketing promo materials.

Customers are likewise beginning to be aware and making demands for promotional materials from their company of choice that they are doing business with at any point in time they want to purchase products. A smart salesman utilizes promotional materials to make sales and achieve their numbers, makes customers to buy their products in volume, induce new customers to buy their products or service and to retain the existing customers. In another approach even the old products can be used as promotional materials to sell new or existing products. This can take place in a situation where the company comes out with short time sales strategy such as buy 20 cartons and get 1 carton free within a particular period of time. In this case, that one carton has automatically becomes point of purchase marketing material.

Promotional materials can be use as strategies in form of pull or push approach to increase point of sale (POS) to achieve specific or planned sales objectives. Companies are not Father Christmas who dash-out gifts freely for no cause. Every marketing promo material produced by a company costs a lot of money. And the promotional materials are capital intensive in nature. The cost incurred is to be absorbed by sales profits. The promotional materials budget of some companies is so huge which called for serious financial planning. As such every company has premeditated plans at heart on what the company intended to achieve with every promo materials produced. In other words salesmen must be aware of the objectives or plans of their organization on what the company intended to accomplish with the marketing promotional materials allocated to them or to their key distributors at their different territories. A Nigerian beverages company gives out standing chillers to their customers basically for exclusive storage and chilling of their products; no other companies products should be stored (exclusiveness strategy for sales promotional materials) or keeps there without approval of the sales manager. Salesmen must monitor and control the distribution and sharing of promotional materials for an effective utilization and optimization of these materials given them or personally deliver directly to the customers.

Promotional materials can likewise be used in all the promotional mix elements such as advertising, direct marketing, internet marketing, sales promotion, publicity/public relations, and personal selling. It is not only to drive sales; it can be serving as an advertisement platform on the field. Thus, even without any initial spelt out objectives on the marketing materials by company, every smart salesman should design his own strategies on what he/she would like to achieve with promo material at his disposal. And the plans should be towards achieving his sales figures. Marketing promotional materials (MPMs) should not be given out based on impulse or emotional attachment. There must be deliberate efforts on how the marketing materials should be used purposely.

Salesmen should create an atmosphere with their customers that sales promotional material is not a right, but a privilege that must not be abused. When customers begin to see promotional materials as a right it will burst salesman

to the wall and by this the objectives of sales promo materials will be defeated. Let customers and key distributors knows that promotional material is given purposely for sales and to increase the turnover of the company. Some of the key distributors may want to take hold of the promo materials for selfish interest, not even for the s customer's sake that is attached to them. Therefore, companies should design template on who to take custody of promo materials and how it should be distributed to the clients. Promotional materials are branded items used by an organization to build image of the company, promote products for sales purpose and to induce customers' patronage. Jobber (2010) describes promotion, as the marketing communication activities tools which consist of advertising, personal selling, sales promotion, publicity / public, direct marketing and internet marketing. By this definition promotional material means items or materials which are used as tools in the promotional programs such as advertising, personal selling, sales promotional, publicity/public relations, direct marketing and internet marketing. This means that sales representatives are to use promo materials optimally to achieve the above promotional mix elements objectives.

➤ *Statement of the Problem*

In most cases sales force performance is not measured based on how promo materials are used or administered. Mostly their performance is measured by sales figures. And due to these gaps of jettisoning the administration and usage of marketing promo materials to measure the performance of sales force; many salesmen are not deliberate and not objective on the proper administration of marketing promotional materials, in this case some sales reps usually abandoned them to waste especially stickers, posters, and the rest of them that seems not important to them. A lot of money is spent in the production of the marketing promo materials. Thus, one of sales force inputs is to generate revenue to cover the expenses on these materials. Some marketing materials that are important are not used properly to generate revenue for the company. For example some sales persons believed that promo materials are to be used/ administered at different the points of engagement such as point of sales, point of purchase, point of branding (market activation), and point of image building. Another gap to bridge is the selection of lafia metropolis markets as the case study for this research work. It is a result of these backdrops that this research paper is proposing the best methods of administering or usage of the promo materials with aims of increasing the productivity of sales force performance in fast moving consumable goods.

➤ *Objectives of the Study*

The main objective of this paper is to investigate the implications of effective usage of promotional materials on the performance of sales force. However, there are other specific objectives of this study;

- To evaluate the influence of marketing promo materials point of sales on sales force performance for sales turnover.

- To examine the effect of marketing promo materials point of purchase on the sales force performance of fast moving consumable goods salesmen in lafia metropolis.
- To examine impact of marketing promo materials point of branding on sales force performance of fast moving consumable goods salesmen in lafia metropolis.
- To evaluate the influence of marketing promo materials in point of publicity / public relations on sales force performance of fast moving consumable goods salesmen in lafia metropolis.

➤ *Research Questions*

- What is effect of promotional materials at point of sale on sales force performance of fast moving consumers goods salesmen in lafia metropolis market?
- What is the impact of promotional materials at point of purchase on sales force performance of FMCGs salesmen in Lafia metropolis market?
- What is the effect of marketing promotional materials at point of branding on sales force performance of FMCGs salesmen in lafia metropolis market?
- What is effect of promo materials at point of publicity / public relations on sales force performance of FMCGs salesmen in lafia metropolis market?

➤ *Statement of Hypotheses*

- H01: There is no significant relationship between marketing promo materials point of sales and sales force performance of FMCGs sales people in lafia metropolis market?
- H02: There is no significant relationship between marketing promo materials point of purchase and sales force performance of FMCGs sales people in Lafia metropolis market?
- H03: There is no significant relationship between marketing promo materials point of branding and sales force performance of FMCGs sales people in Lafia metropolis market?

➤ *Significance of the Study*

The finding of this study will be useful to the sales and marketing department in their both business and management functions to the organization as a whole. Especially the sales teams, marketing team, sales and marketing partners companies, and the sales and marketing decision makers and interpreters in the company. It will also be of help to students in higher institutions who would like to do further research on this topic and academic institutions lecturers in term of point of reference for further publications.

Furthermore, it will ease the works of those who dispense marketing materials from the store on characterization and identification of promo materials to the right person who will administer it. Subsequently if this research work is applied, it will motivate sales force to perform their duties effectively and efficiently.

➤ *Scope of the Study*

The scope of this study is the implications of marketing promotional materials on sales force performance. The study is set to cover selected sales force and key distributors of fast moving consumable goods in lafia metropolis market with variable X and Y above. The target sample size for the study consists of 42 sales representatives, sales mangers and 8 key distributors through the administration of questionnaires and observations. Therefore, the questions will be used to source for the primary data that will be needed for research, the sample population is heterogonous in nature which include sex, age, status , educational background and same profession.

II. LITERATURE REVIEW

Promotional material is not actually a new idea in the marketing concept of promotion mix elements such as advertising, public relation/ publicity, sales promotion, personal selling, direct marketing and internet marketing policies of any company. However, marketing materials are being used to achieve different sales and marketing objectives by different organizations. Promo materials are made as aids that will facilitate the sales assignments of salesmen. According to Belch and Belch (2001) promotional materials are meant to promo sales; it is marketing activities that provide extra value or incentives to the sales force, distributors, or the ultimate consumer and can stimulate immediate sales

Accoding to Kotler et al (2016) many companies see promotional material as one of the integrated marketing communication concept basically to achieve specific marketing objectives. While some organizations sees it as marketing promotional materials that should be used by sales representatives to achieve sales. A promotional material requires financial capital to make it available for customers with intention to drive sales; because every marketing activity is aimed to stimulate and translates into sales (Marshall et al, 2016). Promotional materials are a cost center at the beginning for any organization and later become a factor to profit center when the objectives are achieved. Thus, companies spent huge amount of money to make it available through planned marketing material budget. The only way for the return on investment (ROI) on promotional materials is to translate into sales as revenue so that the company can have some dividends on the cost incurred in the production of promo materials.

➤ *Sales force Performance Conceptual Framework*

• *Concept of Sales Force's Performance*

According to Steinberge et al (2016) sales force as a group of sales reps responsible for the sales of either a single product or entire range of an organization's products. A sales force normally reports to a sales manager. It is also known as sales team. Sales forecasts and budget will provide the means for quantitative achievement of and control of sales force performance (Omotunde, 1996). It is a means of manpower development for an organization in

form of sales internship. Sales force are professionals salesmen who are knowledgeable, skillful and have experience in their sales specialized areas such as business to business, business to customers, business to government and any other route to market adopted by an organization (Ingram, 2016). Sales force is group of salesmen who are working for an organization to promote, distribute and sell company's products or services. They are forces behind sales operations for an organization. Salesmen performances on the job are measured by the facts and figures. Sales force performance can be defined as effectiveness and the efficiency of sales representatives on their job/duties which are measured by the monthly or quarterly target (Hughes et al, 2016). Sales representative can improve on their sales operations through the appropriate usage or optimization of point of sales materials. Since, one of the objectives of point of sales materials according to Abiodun (2025) in ACIBSI triangle model concept is to increase sales through sales stimulation, and inspire repeat sales (IRS). Thus, sales managers can help field sales representatives achieve their goals by designing short-term promotion activities through the usage of promo materials to boost sales for a long term (Abiodun, 2025).

Performance is the outcome of all of the organization's operations and strategies (Laff, 2006). It comprises the actual output or results of an organization as measured against its intended output (Oladapo, 2014). According to Marshall et al (2016) Performance refers to the speed and effectiveness of a system under a given workload within a given time frame. Sales force helps businesses keep track of customer interactions and sales data used to measure performance. Abidun (2025) opines that salesmen initiate sales lead, persuade customers to buy their products and establish long term business relationship with clients. The management of sales team through effective motivation both monetary and non monetary approaches will boost the morale of sales force to do more on their jobs. For sales force to perform effectively on the job they need sales tools such as promotional materials to carry out their sales duties. Promotional marketing materials used at point of sale or point of purchase are not the only parameter that enhances sales force performance. There is a large body of research which showed that motivation is essentials for performance. Motivational constructs related to performance can be partly subsumed under the individual difference perspectives (e.g. need achievement), partly under the performance regulation perspective (e.g. goal setting). Point of sales materials is used for the performance marketing presentations, campaigns, and exhibitions. Marketing materials promote the brand and attract customer attention. Due to their engaging and instructive nature, promotional materials are able to motivate buying openly at the point of sale. It is a non financial means of motivations for the customers to patronize a brand that they are not even loyal to. In other words promo materials or a product serves as motivation factors (American Marketing Association, 2020).

Sales force performance means sales force effectiveness which refers to the ability of a company's sales professionals to "win" at each stage of the customers'

buying process and ultimately earn the business on the right terms and in the right time frame (marketing-dictionary.org). Sales force performance can be improved on through the usage of marketing materials especially on short time sales promotion. According to Zoltners et al (2001) different organizations have different ways in gauging the performance of sales people from sales force performance lists following ratio as useful in assessing the relative effectiveness of sales personnel. These are the examples of performance ratio; contact with clients, potential account, active account and buying power. By analyzing sales force performance; sales managers can make changes to optimize sales going forward. Toward that end, there are ways to gauge the performance of individual sales people and of the sales force as a whole; in addition to total annual sales (Farris et al 2010). Campbell (1990) opines that individual performance is a core concept within work and organizational psychology. During the past 10 or 15years, researchers have made progress in classifying and extending the performance concept. Moreover, advances have been made in specifying major predictors and processes associated with individual performance. With the ongoing changes that we are witnessing within organization today, the performance concepts and performance requirements are undergoing changes as well (Iigen& Pulako 1999). Sales force performance is dynamic and its changes as a result of learning. Studies showed that performance initially increases with increasing time spent in a specific job and later reaches a plateau (Avolio, Waldman, & McDonald 1990, McDaniel, Schmidt, & Hinter, 1988; Quinones, Ford & Teachout 1995).

- *Sales Force Performance Measurement Processes*

- ✓ Establish or set up sales objectives (goals, target and standards).
- ✓ Mobilize the resources needed to achieve the target such as promotional materials.
- ✓ Communicate the sales objectives to sale team in clear term.
- ✓ Compare the standard set with actual performance of sales team.
- ✓ Identify the gaps (differences) between the standards and actual results,
- ✓ Design the corrective measurements to control the deviations or to bridge the gaps.
- ✓ Continuous Performance improvements from the sales team.

- *How is Performance of Sales Reps in FMCGs Measured?*

The FMCGs sales rep's objectives or KPIs are designed to track and measure the FMCGs sales rep's operational efficiencies over time, including aspects like improving the market share distribution percentage, the numeric distribution percentage, the product penetration rate, and share of wallet. Below are the common methods of measuring the sales team's performance by (Abiodun, 2025).

- ✓ Sales revenue/ margin: this most obvious metric to track when evaluating the performance of sales representatives.
- ✓ Number of deals closed: this is a metric in which the numbers of closed deals is used to measure sales reps, not the numbers of sales call but the deals secured.
- ✓ Conversion rate: how many times has a sales rep converted sales calls to actual sales?
- ✓ Average deals size: what is the average sales figure of a sales rep or sales manager?
- ✓ Time to close: time management is closing sales deal with a client
- ✓ Customers' satisfaction: customer's satisfaction measurement parameters in term of repeat sales, customer's loyalty to the brands, and customer's retention rates.
- ✓ Quality of sales lead: the level of profitable or result oriented sales leads within a week or a month.

From the above parameters which are used to measure the performance of sales reps in FMCGs, effective administration of marketing promo materials is not part of them. Thus, if promo materials administration is missing from the criteria of measuring sales reps performance automatically sales team will never see the promo materials as part of their key performance indicators and as such those materials may not be used appropriately and accordingly to generate sales figures.

- *Factors Affecting the Usage of Promotional Materials in Sales Operations*

There are many factors that can affect the proper usage or administration of promo materials in sales operations:

- ✓ Promotional campaign policies and decisions.
- ✓ The target market
- ✓ Third party service providers
- ✓ Internal and external environments
- ✓ Nature of the promo materials.
- ✓ Consumers' taste.

- *Concept of Marketing Promotional Materials*

Promotional materials are used to make a business stand out from its competitors and to engage the target audience while promotional materials can come in a variety of mediums, they usually contain the business logos and can be directly linked to sales of the product or services (Ahmend, 2018). Even though, promotional materials looks more of marketing tools, but the end result of promo materials is to translate promotional campaign to sales for the organization. It can likewise be used to increase branding and the public image of the company. Promo materials refer to materials designed to communicate the product, brand or service to the user. The idea is to make people aware, attract and induce to buy the product, in preference over other competitive brands.

Both the new and existing customers benefits from the promotional materials which in turn the organization benefited the most. New customers get an incentive to buy a product or services they have not bought before, while

potential customers build brand loyalty relationship by the optimal utilization a promotional offer. Yasir Hussain (2016) sees promotional materials as advertising materials that are used to communicate product information to the consumers at the point of sale. There are many types of promotional materials which are used by companies for advertising and other promotional mix campaigns. At point of purchase display is marketing materials or advertising placed next to the merchandiser is promoting. These items are generally located in the check out area or where purchase decisions are made.

MBA Skool team (2014) defines promo materials generally refers to any document or objects that aid in sales promotion or sales generation. These could include demonstration aid, multimedia tapes, pamphlets or brochure, models, samples or trial packs, sales literature. Presently customers behavior have change from collecting ordinary papers as promotional materials which only educate them, but not beneficial to them. Consumers want something that will be useful to them as promotional materials not something that only exclusively beneficial to the organization. Every salesman seeks the possible product recognition for his brand to arouse the interest and excite a customer. The promotion material has to be such that benefits the image of the product or service being promoted. The idea is to have a lasting impression on the minds of the customers/ buyers (MBA Skool.com 2014). The implication of the above definition is that there are certain items that some popular organizations must not used to promote their premium brands because of their public image (below their public perception).

Promotional materials are advertising materials used to communicate product information to the customers at the point of sales. It is called point of sales materials because they are mostly used at the point of sales. The visual materials of varying sizes and shapes located inside a business to encourage customers to make a purchase or interact in some other way with a product. Point of sales material is associated with sales increase and a positive affective appraisal towards the brand (Inman, Winner, Ferraro 2009, POPAI 2010, Amechi and Long 2013). Promotional materials or marketing materials are any form of published content that advertises a brand or company. These materials can be as broad as marketing the company as a whole or for a specific deals that they are offering, and there are a number of ways they can be published (American-image.com>promotional). Other names for promotional materials are merchandise, corporate gifts, promo items, advertising giveaways, and marketing materials, branded merchandise and promotional merchandise, and promotional products (www.wordhippo.com). Meanwhile, Pawwel *et al* (2002) sees promo materials as one of the most used communication methods by different companies. Since the early seventies, it is one of the biggest shares of the marketing/ sales budget. Sales promotional materials have become more common, more repetitive and longer practice them before (Yi and Yoo, 2011). Promotional material is one of tool of integrated marketing communication program.

It is a communication tool that the company uses to convey information across to the customers and the public. Promotional materials are meant to have target audience or target customers which they are designed for. It ought to be designed through the lens of market segmentation and the nature of the product (American Marketing Association, 2020).

Amenchi and Long (2013) called the point of sales materials as the point of purchase advertising that influence consumer behavior. Meanwhile, Smedema (2016) opined that point of sales materials are not the solution to improve the reference price or perceived quality, brand image and brand attitude. However, possible implications of point of sales materials for marketers are improvement of brand awareness as applying promo materials on the shopping floor. Promotional materials are viewed as items that can be used at shopping floor. This concept limited the elaborate functions of the marketing promo materials to the place utility of point sale alone. Promotional materials can be used in the open market promotion, at the shopping floor, and one- on -one sale to individual customer. Marketing materials (MM) are any products or content designed to market your company or its products and services to potential customers. These materials can range from samples you give to potential customers to keep, permanent installations in high- visibility areas or digital files that customers can access.

Promotional materials objectives can be spelt out in promotional mix elements as integrated marketing communication (IMC) which involves coordinating the various promotional elements and other marketing activities that communicate with a firms customers (Belch *et al*, 2001). There are two types of promotional materials, which are possessive promo materials and non possessive promo materials. Possessive promo materials are materials which the company is ready give away to her customers. These are the promo materials that customer's take possession of them as their own such as branded pen, branded t-shirts, branded face cap, branded water bottle ,etc. The non possessive promotional materials are the promo items that belong to the company permanently. The company only brings them out or designed them for advertisement for customers to see as awareness creation materials. Examples of these materials are billboard, standee, branded vehicles, branded chillers, branded sign post and the rest. It is very important to know that any promotional materials must be branded, if not it remains like every other materials which are commonly seen everywhere.

- *Concept of Sales Promo Materials (POSPMs)*

Birch team (2023) defines point of sales materials as a marketing strategy in which a business utilizes promotional techniques and printed materials to engage customers and influence them in the moment before they make a purchase. Zablotska (2023) opines that point of sales materials also known as point of purchase (POP) materials are marketing and advertising tools used in physical retail environments to attracts customers and promote products or services. Point of sales materials are strategically placed around stores to

capture the attention of shoppers, stimulate impulse purchases, and create a memorable in store experience. They are an integral part of retailing marketing, as they help increase product visibility and enhance brand awareness. Basically the usage of marketing promo materials is centered on the promo mix such as advertising, sales promo, publicity , public relation, direct marketing, internet marketing and personal selling.

Logrus (2022) called promotional materials as point of sale marketing materials (POSMMs) which are used for executing advertising campaigns, exhibitions and presentations. As an effective marketing tool, well thought out and properly presented point of sale marketing materials attract consumers' attention and promote the brand. Due to their appealing and informative nature, promotional materials are capable of stimulating purchases directly at the point of sale.

What is does sales actually means. Oxford Advanced Learner's Dictionary defines sales as an act or process of selling something such an offer of products. In selling some customers will buy because they have the purchasing power, and while some may not buy because of dearth of purchasing power. The definition of point of sales and point of purchase is more of transition because without sales there can't be purchase and vice versa. Point of sales (selling) function is expected to translate to buying (purchasing). Thus company may design promo materials to facilitate both sales and purchase. In other words certain promo materials may be produced basically to incite customers to buy company's products even if the customers don't buy at a go.

Looking at the above definitions by the different scholars and team of scholars it is observed that the place where the promotional materials are used prompted the coined name - point of sale, which means at the place or at the point of where sales is to take place that is where promotional materials are used. The promotional materials are also called point of purchase promotional materials. The name point of sales materials (POSMS) limits the objectives and purposes of sales promotional materials. In other words it wouldn't have been wrong if it is called Point of sale-sales promotional materials. Is the promotional materials only used at the any point of sale? Of course not, there are some promotional materials that are given to customers towards the end of the year or at the close of the business by many organizations e.g. Calendars, end of year branded gifts. Do we say that those materials are point of sale materials? And all these materials too are meant to promote the image of the company and encourage customers to patronize company the more. At every given period that promotional materials are share to customers is basically to promote sales and improve the company's image. At the point of sales there are lots of marketing promo materials such standee, stickers, posters , display board and the rest that are meant not to be taken away by the customers; because they are meant for every customer to see for the purpose of awareness creation, reminder and sales stimulation.

- *Implications of Point of Sales Promo Materials on Sales Force Performance*

Point of sales is a place where a customer executes the payment for goods or services and where sales tax may become payable (Investopedia). The point of sales is the time and place at which a retail transaction is completed. At the point of sales, the merchant calculates the amount owed by the customer, indicates that amount, may prepare an invoice for the customer (which may be a cash register printout), and indicates the options for the customers to make payment. It is also the point at which a customer makes a payment to the merchant in exchange for the goods and services (James, 2017).

Point of sale is the place at which a product is displayed for customers to see and buy if possible. The point of sale can be a retail outlet, a display case, or even a particular shelf. However, sales and purchase do not always take place at the same time; and it can likewise take place simultaneously. The difference becomes relevant, where they are clearly separate, for example, with mail order and internet shipping. Marketing promo materials is used at the point of sales. Point of sales in this perspective means place where products are displayed for sales and promo materials are on ground or available to stimulate the sales. It is possible that every point of sales actual purchase may not happened. In most cases point of sales activities are carried out within the confine of the retail shops or outlets. It can also be done outside the retail shops or outlets. Promotional materials are designed to influence the performance of sales reps using the point of sales as a platform and the retailers who the company partner with for this special program.

Other names of marketing promotional material are many because of the way those promo materials are used. Promo materials are called Point of sales materials (POSMs) and some organizations also called it point of purchase materials (POPMs), this depends on the ways they are used. It is an advertising materials used to convey product information to the customers at the point or place of sale or purchase. On the basis of the end – user industries, promotional materials is segmented into FMCG, Food, Retail business, Pharmaceuticals and others. The food and beverage industry uses a lot of promo materials even up to product promo free samples (PPFS) have contributed significantly to the demand for promo materials, accounting for drive both POP and POS. These two work towards drawing customer's attention to a product and brand. Point of sales materials can be used to develop and maintain relationship with customers. It is also believed to brand relationship with customers. In any way POSMs should be customers centric or customer centered. Some customers opined that company benefits more from the promo materials than the customers who patronize their brands. Salesmen in FMCGs industry uses marketing promo materials at the point of sales induce and stimulate buying decisions of the final consumers.

- *Concept of Point of Purchase Promo Materials (POPPMs)*

Point of purchase display the physical arrangement of products and marketing materials at the place where an item is bought. A point of purchase display is designed to encourage sales. It can include posters, leaflets, and dispensers to attract customers (Steinberger, 2006). In most cases many organizations believed that point of sales and point of purchase are the same. The same promotional materials may be designed for these two special promo campaigns; however the academician in marketing does not believe to mean the same thing. It is possible for point of sales to migrate to point of purchase that is if the customer eventually buys the products and services and pays for it. Point of purchase involves buying of the products and paying for them. According to Abiodun (2002) at the point of purchase many promo materials are made available by the sales force of FMCGs companies to be taken away by the customers who buy one or two products from them. Examples of the promo materials that can be given to the customers are t-shirts, face caps, key holders, water bottles, branded hand bags and some promo materials packaged inside the products package.

Evan Tarver reviewed by David kindness (2021) defined point of purchase as a term used by marketers and retailers when planning the placement of consumer products, such as product displays strategically placed in a grocery store aisle or advertised in a weekly flyer. Similar to this is the point of sale, which is the point at which a customer purchases and pays for the products, such as on a website or at a store checkout. Point of purchase is the area that surrounds the point of sales, where customers often encounter promotional activities or other products.

- *Implication of Point of Purchase Marketing Promo Material on Sales force Performance*

According to Kotler et al (2016) point of purchase promo materials has lots of influence on the sales force performance in FMCGs industry. Point of purchase is a strategic platform which salesmen in fast moving consumers' goods uses in most cases to actualize buying decisions. Point of purchase promo materials influence on sales force performance influence is more profound when compared with the point of sales promo materials. How? The reason is because many customers would love to go home with promo materials which can only be given when buying decision is made. Recall that at the point of sales promo materials are seen but cannot be taken away by the customers.

The administration of point of purchase promotional materials is beyond retailing/ shopping business. Point of purchase promotional materials can be shared during market activation, product launch, and during general promotional campaign for new brands of products or services (Weltz et al, 2016). Point of purchase promo materials are seen as a part of the larger marketing strategy of a business, organization can utilize many different marketing vehicles in addition to image making to meet their business goals. it is also seen by some scholars as sales representatives

training materials and all written, printed, graphic, electronic, audio or video matter, including without limitation, journal advertisements, sales visual aids, formulas binders, reprints, direct mail, direct-to-consumer advertising, internet, posting and sites and broadcast advertisements intended for use or used by either party or its affiliation or sub licensees in connection with any promotion of a collaboration product in the field.

Some of promo items at the point of purchase in fast moving consumers' goods (FMCGs) includes T-shirts, posters, danglers, dummy boxes, shelf branding, shelf talker, chillers; leaflets and leaflets dispensers, wobblers, and product samples etc. However; there are some promo items that are peculiar and specially design for a particular industry. For example chillers are promotional materials designed for beverage industry. Shovels, tape rule, carry pans and nose masks are examples of the promotional materials in the building materials industry.

- *Point of Sales and Point of Purchase Compared*

According to Amechi et al (2013) point of purchase is considered when the discussion is from the view of customer. This means that both point of sale and point of purchase are the same but used differently by sellers and customers respectively.

Another dimension on promotional materials is that; is it every promo materials that the customers or consumers take possession of them? The answer to this question depends on the types, nature and the purpose of the promotional items at stake. Of course there are some promo materials that once the customer meets the terms and conditions of the promo he/she take possession of the promotional materials immediately that are made available for the promotional materials (Erffmeyer et al, 2016). There are other sales promo materials that are to be seen by the customers to stimulate and influence the buying decisions of the customer which cannot be taken away. Example of these types of promo materials are bill boards, television advertisement, printed adverts in the newspapers and digital display adverts on the internet (Liedkte et al, 2015).

Customers in the 21st century are becoming aware of the promotional materials that are beneficial to them after sales. Promotional materials are not only meant to promo retail sales. It can also be used to promote wholesales and business to business sales. Victor (2022) presents the following as importance of both point of sales and purchase promotional materials:

- ✓ Catch the customers' eye.
- ✓ Supplement your packaging
- ✓ Strategically locate your products
- ✓ Help your retailer merchandise your products
- ✓ Be more cost effective,
- ✓ Target impulse buyers.
- ✓ Stimulate sales and influence buying decisions.

According to American Marketing Association (2020) other names of marketing promotional material are many

because of the way those promo materials are used. Promo materials are called Point of sales materials (POSMS) and some organizations also called it point of purchase materials (POPMS), this depends on the ways they are used. It is an advertising materials used to convey product information to the customers at the point or place of sale or purchase. On the basis of the end – user industries, promotional materials is segmented into FMCG, Food, Retail business, Pharmaceuticals and others. The food and beverage industry uses a lot of promo materials even up to product promo free samples (PPFS) have contributed significantly to the demand for promo materials, accounting for drive both POP and POS. These two work towards drawing customer's attention to a product and brand. Point of sales materials can be used to develop and maintain relationship with customers and close sales (Amechi et al, 2013). It is also believed to use for brand relationship with customers. In any way POSMS should be customers centric or customer centered. Some customers opined that company benefits more from the promo materials than the customers who patronize their brands. According to Steinberger (2006) comprehensive details of different between point of sale and point of purchase; in most of promotional programs, promo materials are mostly used in all the promo mix elements like advertising, personal selling, publicity/ public relations, internet marketing, direct marketing, and sales promo; this are the dimensions in which promo materials are used. Promo materials are key tools of information communication about a product and company to customers. According to American Marketing Association (2020) these key tools of communication should be the basis for planning, implementation, and control (evaluation) the promotional products program or campaign. It is a tool of marketing communication program. The company should use it to convey necessary information across to the customers and the public. Promotional material is likewise referred to as marketing promotional materials.

Marketing materials (MM) are any products or content designed to market your company or its products and services to potential customers. These materials can range from samples you give to potential customers to keep, permanent installations in high-visibility areas or digital files that customers can access. Promotional materials objectives can be spelt out in promotional mix elements as integrated marketing communication (IMC) which involves coordinating the various promotional elements and other marketing activities that communicate with a firms customers (Belch et al, 2001).

- *Point of Sales Branding Promo Materials (POBPMs)*

Fashy et al,(2015), marketing dictionary (2019), American marketing dictionary (2012) opined that a brand is a name, term, design, symbol, logo or any other feature that distinguishes one seller's goods and service from those of other sellers. Aaker (1991) defined brands as a term used in business, marketing, and advertising for recognition and, importantly, to create and store value as brand equity for the object identified, to the benefit of brand's customers, its owners and shareholders. The practice of branding – in the original literal sense of marking by burning – is thought to

have begun with the ancient Egyptians, who are known to have engaged in livestock branding and branded salves as early as 2,700 BCE (Wheeler, H. 1946, and Karev, E, 2022). Branding was used to differentiate one person's cattle from another's by means of a distinctive symbol burned into the animal's skin with a hot branding iron. It was from this above concept that the term branding was coined and it was introduced into business and marketing perspective.

The point of branding promo materials are promo items used in launching a brand of product into the market by the sales team of fast moving consumers' goods. It is also called market activation promo materials. A product launch is an exciting time. After a long period of market research and analysis, finding a niche for a new product can fill perfectly. Now, all you have to do is tell your target audience about the product (Electro image, 2017). There are certain promo materials that design basically to facilitate the introduction of the consumable packaged products (CPP) into the market. Point of sales branding is the driving force behind sustained success in the retail industry. Whether your company is established, or looking to gain some footholds within the industry, launching a new product, or revitalizing an existing one, point of branding promo material can be of help. Some marketers had known it to be point of sales branding.

Electro image (2017) suggested the following promotional materials to launch your new product or services.

- ✓ Awareness – generating post card.
- ✓ A benefit focused brochure.
- ✓ A compelling in – person Display.
- ✓ A purchase – inducing giveaway.
- ✓ A personalized letters to existing customers.

Individually, these printed materials can improve your chances of preventing product launch failure. But combine them into a single, effective campaign, and your chances of launching a new product or service increase drastically.

The point of branding or point of product market activation is a selected place by an organization to launch a particular brand. Many factors may have been considered before a particular location is picked for product launch. Such as the nature of product itself, the promo items, the characteristics of the prospecting customers, the market profile and the acceptability of the said brand.

- *Implication of Point of Branding Promo Materials on Sales force Performance*

In modern era, the concept of branding has expanded to include deployment by a manager of the marketing and communication techniques and tools that help to distinguish company products from competitors, aiming to create a lasting impression in the minds of customers. The key components that forms a brand's toolbox include a brand's identity, personality, product design, brand communication (such as by logos, and trademarks), brand awareness, brand loyalty, and various branding (brand management) strategies

(Ghodeswer, 2008). Branding is basically established in business management concept to differentiate products from products which are competitively identical. Thus, promo materials designs can be used to differentiate a product from other competing products. For examples coca cola the color combination that is used to design her promo materials of their products is used to identify their products without mentioning the brand name (Jones et al, 2015). Customers are familiar with some products through their colors, logos and the trade marks. In other words for an effective brand launching the company should design her promo materials in a way that the customers can easily identify the promo items with the product. E.g promo materials color combination should be the same with product color combination, the logo, the trade marks all must be the same.

According to Just brand (2024) an effective brand launch sets the stage for your brand's narrative, captivates your audience's imagination, and creates an emotional bond that can turn mere customers into loyal brand ambassadors. Promo materials, such as branded pens, apparel, or tech gadgets, can be powerful instruments in this endeavor. They offer a tangible extension of your brand's promise and personality and act as reminders in the everyday lives of your targets. The use of promo materials to launch a brand or product attracts audience to such brand, increase brand visibility, reach wider customers, continuous brand exposure and lasting impression is created in the heart of the customers as far as the promo items used to launch the product are still with them. Promotional materials designed to launch products and services into market enhance brand awareness recall and recognition. Studies have shown that promo materials effectively enhance brand recall and recognition. When a customer interacts with your brand frequently through tangible items, they are more likely to remember and recognize your business when making purchasing decisions (Weltz, et al, 2016).

Promo items are not just freebies or gifts; they are significant marketing tools that can make a substantial impact on brand launches. This guide has explored the advantage of using promotional products throughout the brand launch process. By integrating them into your brand's visibility, engage customers, and differentiate into your strategy, you can augment your offering in a crowded market place (Just brand, 2024). Promotional materials for branding can be used by sales force to establish brands and create brand visibility, accessibility and availability. Well designed promo items for branding can be used to increase sales figures even at the point of launching. Sales reps can start counting their numbers if promotional items are managed effectively during branding (Belchi et al, 2001).

- *Concept of Point of Publicity Promotional Materials*

Belch et al,(2001) referred to the generation of news about a person , product, or service that appears in broadcast or print media. They differentiate publicity from public relations in the following ways (1) publicity is a short term strategy , while public relations is a concerted program extending over a period of time. (2) Public relation is designed to provide positive information about is designed

to provide positive information about the firm and is usually controlled by the firm or its agents. Publicity, on the other hand is not always positive and is not always under the control of, or paid for by, the organization. Both positive and negative Publicity often originates from sources other than the firm.

According to Kotler et al (2016) positive publicity can go a long way in helping a company achieve success. However, there are ways to manage negative publicity by the company. One of the ways to manage negative publicity is through appropriate administration and the usage of promotional materials. Oxford languages dictionary defines publicity as the giving out information about a product, person or company for advertisement or promotional purposes; that is why some organization has head of publicity and marketing. It can also be material or information used for advertising or promotional purposes. Publicity is a way of creating media attention on a service, product, or business by writing commercially important information about it in the media and not compensating for time or space straight. Publicity is defined as a form of public relations that provides news or information in the media. Publicity is any unpaid, non –personal communication about a product, brand or idea; media coverage, public relations, and typically more general than advertising (Belchi et al, 2001). Words of mouth are another way of publicity, which transform from the person to person storytelling to social media influencers or bloggers promotions today (Boundless Business, 2020). In marketing, publicity is the public visibility or awareness for any product, service, person or organization. It may also refer to the movement of information from its source to the general public, often (but not always) via the media. The subjects of publicity include people of public recognition, goods and services, organizations, and works of art or entertainment. Organizations have gone far to the level of employing someone as the publicist who carries out publicity assignments on behalf the company, while public relations (PR) is the strategic management function that helps an organization establish and maintain communication with the public (Wikipedia). Publicity is information about a firm's products and service carried by a third party in an indirect way. This includes free publicity as well as paid efforts to stimulate discussion and interest. It can be accomplished by planting a significant news story indirectly in the media, or presenting it favorably through press release or corporate anniversary parties. Examples include newspaper, and magazine articles, TVs and radio presentations, charitable contributions, speeches, issue advertising, seminars (Harrel, G.D, 2008, Louis et al, 2010, and Charles et al, 2011).

According to Belchi et al, (2001) publicity is another dimension of marketing communication tools which sales force can use to increasing sales. What is a publicity promotional material? Publicity material means the promotional gifts, catalogues, pamphlets and /or all and any advertisement or product with any promotional spirit whatsoever which the exhibitor wishes to display, distribute or use at exhibition. Promotional materials designed for publicity in most time is not to make sales but to gain public

image and establish public relations. Publicity is putting your business in front of the public and media outlets so you can showcase your products, service, and company news. Examples of point of publicity promo items are coupons, sweepstakes, contests, product samples, rebates, ties-ins, self-liquidating premiums, trade shows, trade-in and exhibitions.

- *Implication of Point of Publicity Promo Materials on Sales force Performance*

The main objective of publicity is to build awareness for your brand and what your company stands for and sells. The goal is to increase visibility so your ideal customers will want to become a buyer. Sales will help drive your business, and when you engage in publicity, your customers are most likely to be aware of what you offer. At the events of publicity or point of publicity corporate giveaway promo items sometimes called swag, can be included within products samples and distributed. Distribution of promo materials during publicity and public relations event can be used to improve the company public image and to register the brands of the company in the heart of the customers. During trade fair organization can make arrangement for every customer who visits their stand to go home with tangible promo materials which may later motivate the patronage of such a customer (Kotler et al, 2016).

According to Belchi et al, (2001) point of publicity promo materials are basically designed to promote both products and services and the corporate image of the organization. In some cases companies engages in corporate social responsibilities works to point of publicity projects. Those projects are branded with the name and logos of the companies to attract positive public opinions for the organization and it is also used for corporate advertisement.

- *Key Players in Promotional Materials Budget, Design, Production and Administration*

Marketing materials for promotion have never been one man decisions. There are many shareholders and stakeholders who are part of it budgeting, design, production and its administration on the field. Many organizations are part of the processes of these decisions of noble promotional products (materials) from its idea conception, processes, production and delivery into the market for the customers. These are the key players in the promotional materials:

- ✓ The management team: the management of an organization is the first key players in the design, production and the administration of the promotional materials. They take decisions, approve the budget, release the fund, and monitor the activities. The management team could be the Directors of each department, General Managers of each department, brand managers, product managers, marketing managers etc. These are the strategic brains behind a successful marketing materials project.
- ✓ Target market (customers): the target market or people that are patronizing the brands. They have say in the types, nature and features of promotional materials in

fact their opinions should be sampled before the company go ahead to produce promo materials.

- ✓ Key distributors/ channel members: the opinions of the distribution channel members or route to market members. Some organizations usually invite their key distributors' nationwide to seek their advices on the promo materials. Because these key distributor also distributes for other competitive companies. These people are keys to the right design, and administration of promo materials. This is imperative because of their experience with retailers and their interaction with other competitors.
- ✓ Sales and marketing team: sales and marketing team interacts with key distributors, wholesalers and mostly with retailers, even the end users. They also relate with their brands and they know very well what other competitors are doing in the market, what they are giving out to potential customers.
- ✓ The third party service providers 1: these are some companies who outsourced probably 40% of their sales and marketing operations to another company. Drug-Field Pharmaceuticals, GSK consumables and host of others companies that outsourced sales and distribution of their products to worldwide marketing company. More so, Prima Food ltd outsourced sales and marketing operations to Dufil limited to sell all their brands. In this case, the third party service provider companies are to be part of key stakeholders in the design and administration of promotional marketing materials.
- ✓ Third party service providers 2: the second (TPSP II) are the companies that their major work is their partnership in the production process of promo materials. It could be company that produce promo materials for other competitive companies. These contractors can give advice on the type, nature, and color combination for the promo materials. This can be printing and designing companies.

- *Modern Day Promotional Materials in Fast Moving Consumers' Goods*

Arifur Rahman (2020) presented the following types of marketing materials / promotional materials:

- ✓ Posters: posters are a design that is pasted on a smooth vertical place, for example on a wall or doors of wholesalers, distributors, retailers for the customers to see. These posters are to be pasted at strategic places that catch customer's attention.
- ✓ Dangers: these are signage that is hanging on the ceiling of a retail shop. Simply you can say that dangler is only rectangular piece of hard paper with promotional information printed on it.
- ✓ Standees: standee is itself is a promotional display standee. It is a form of advertising tool that has gained significant popularity in recent years. Standing display sponsoring scheme/ communication/ campaign. It is usually located outside of a store to gain the attention of the people. Standee are of more than one types for example roll up standee, floor standee, canvas standee, and cut out standee.

- ✓ Bunting: small ribbons/ stickers / flags labeled together with string in a sequences keeping constant distance are called bunting in promo materials for point of sales terms. Bunting is usually a point of sales promo materials which are used on windows or doors.
 - ✓ Wobblers: this draws the attention of the buyers quickly. Stick to the cash register, the shelf tickets, the shop rack or anywhere else, they do what they have to do; a wave and attract the attention of the buyers to your items. A highly effective point of sales advertising aids. They can be used in virtually any retail environment to promote new products, services, and promotional offers.
 - ✓ Shelf communication: placed in the shelf dividers, shelf striking, clip strip, shelf talkers, shelf toys, side flags,. A good looking shelf presentation will attract buyers over the track and help them choose your item. Shelf shoppers increase the possibility of purchase largely in term of material shape, adhesive and color.
 - ✓ Caddy and cash: it draws everybody's attention cash point or the shopping cart in the best place for selecting your product. It is difficult to consider more influential communication for attracting the attention of the customers on your product. Now that is ingenious! Since the communication is written in the cash point, the caddy or the pin incentive draws everybody's attention.
 - ✓ Stickers: always have stickers' material for each product. Massive selection of self –adhesive must have all possible layout and design. There should be stickers for outdoors and indoors within or without adhesive. Also there are window stickers, floor stickers, opaque and transparent ones. In sales most of these stickers in any form are refers to as salient salesmen because the stickers reminds, informs and persuades the customers to buy even when the salesman is not there.
 - ✓ Lenticular and 3D: Lenticular and 3D printing is more significant than it has ever been as they are more attractive than any other communication with lenticular printing you are sure to get sales. Lenticular special effects are attractive because of the appear magical visual illusion, or a mixture lenticular techniques, morphing, lenticular flip, striking color effects, lenticular zoom, and 3D or spectacular depth effects.
 - ✓ Placement, glass coaster, and misuse pads: Your logo or manage in a counter – front pad just can't be avoided easily when the buyer is clearing bills at the cash counter, with the mouse pad, placements and glass coasters, one can easily discover the path into somebody's office.
- *These are Common Marketing Promo Materials Use in the Lafia Metropolis Market*
- ✓ Beverage Chiller fridge: this is a machine that removes heat from a liquid coolant via a vapor –compression, absorption refrigeration, and absorption refrigeration cycles. Most of the chiller fridges are branded by the beverage and food company that is giving them out to customers. Instructions and the objectives on the usage are given to the key customers and the consequences that follow the misuse or abuse of the chillers are also spelt out to the customers.

- ✓ Promo t-shirts: promotional apparel is clothing imprinted with a company’s name, logo or message. They include shirts, gloves, hats, and any piece of clothing that can be incorporated in marketing and communication campaign. Promotional clothing is used to endorse a product, service or company agenda.
- ✓ Big promotional cooler/ or cooler bag.
- ✓ Water bottles branded.
- ✓ Table mackintosh by Dufil Company ltd (seller of noodles called indomie) for the mai sai (Tea sellers).
- ✓ Danglers, Stickers, big billboard for advertisement.

The list of promotional items is inexhaustible because each industry in the business environment has their own array of marketing promotional materials based on their products and what they intended to achieve. At any rate salesmen sees promo materials as salient partners in the sales functions that reminds customers the benefits he stands to gain if he buys the products without the presence of the salesman. Point of sales materials are objects salient salesman (OSS) that does prospecting assignment when the salesman with human face is there.

However, marketers see promo materials as salient promoter and brand ambassador that communicate information about a brand to customers when marketers with human faces are not around. It is expected that as a good salesman utilizes and optimizes the combine functions

of promo materials to achieve his/ her sales target. Te aim of every marketing activities is to translate into sales (revenue generation) because marketing operations is basically cost center.

➤ *ACIBSI Model of Promotional Materials Administration.*

ACIBSI Model of Promotional materials for sales effectiveness and efficiency; most of the activities and operations, functions of promotional materials are centered on an acronym known as ACIBSI which stands for:

- A = attract attention of the customer.
- C= Create awareness for the product.
- I= Induce the interest of the customers.
- B= Build brand image for the product,
- S= Stimulate sales or purchase,
- I= Inspire repeat sales/ purchase.

The focus of promotional materials is to attract customers’ attention, create a last long awareness in the minds of the customers, induce their interest in the product, and build a brand image that will stimulate the purchase of the product and inspire repeat purchase. ACIBSI concepts of promo materials is customer oriented, product oriented and sales oriented, because every promotional program must be alter translated to sales as seen in figure1.

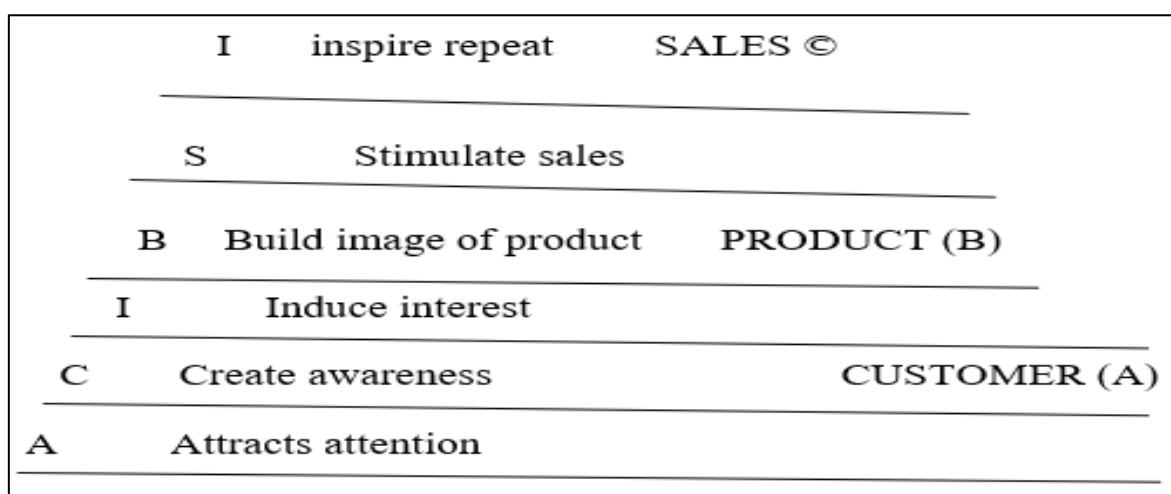


Fig 1 ACIBSI Model of Promotional Materials.
Source: Author (2025)

Marketing promo materials starts with broad spectrum objectives from the bottom and narrow down to sales goal at the top. This model first captured the customer’s needs; move to the product branding that will satisfy the needs and finally meeting the ultimate need which is sales. The above triangle of shape of ACIBSI concept starts from the bottom of triangle with customer as focus and move to the product at the middle of triangle to the sales at the top. The implications of this are that promotional materials focus it objectives on three perspectives which are (1) customers, (2) product, and (3) sales. This means that the promo materials are designed basically for the customers, to promote brand image, and finally to achieve sales goals.

➤ *Functions of Promotional Materials*

According to the model of ACIBSI triangular shape, promotional materials have the following functions:

- Communicating the benefits, functions, and advantages of products to the potential and prospecting customers.
- Promotional materials are used to activate a targeted market (group of customers), it can also be referred to as market activation materials.
- Promotional materials are to be sales drivers. They are made to sales for the sales force. It should be used to translate awareness, intention, interest, desires, and stimulates customers to buy.

- Promotional materials are to be used to create brand awareness, i.e. brand in mind consciousness (BIMC).
- Promotional materials are meant to create awareness about the point of sale and the point at which the product can be purchased.
- Brand loyalty and repeat purchase can be established and achieved through the usage of promotional materials.
- Promotional materials can be used to reach the grass root customers and influence them to buy.
- Promotional materials if properly use can induce and increase sales team turnover.
- Well packaged promotional materials gives company competitive edge in the market.

III. RESEARCH METHODS

➤ Research Design

The descriptive survey design was adopted for this study. Descriptive survey design according to McCombes (2019) is designed that can accurately and systematically describe a population, situation, and a phenomenon. Shona (2019) also opined that, descriptive survey design is concerned with answering the questions what, where, when and how, but not why questions. The design deals with the relationship between variables, testing of hypothesis and development of generalizations and use of theories that have universal validity. Shrutika (2023) likewise opined that descriptive survey design goal is to provide a comprehensive and accurate picture of the population or phenomenon being studied and to describe the relationships, frequencies, characteristics, patterns and trends that exist within the data. The design was considered appropriate since the study is to collect the ideas of the respondents through questionnaires.

➤ Area of the Study

The study was carried out in Lafia metropolis, Nasarawa State, Nigeria. The study was conducted in Lafia metropolis because of the massive usage of promotional marketing materials by the FMCGs sales reps, sales managers and their distributors with the aim of increasing sales force performance. Lafia is the capital of Nasawara state created in 1996 out of the neighboring Plateau State.

➤ Population of the Study

The target population of this study area comprised of 50 samples. 50 questionnaires were administered, but 42 questionnaires were returned to the researcher. 24 sales reps, 10 sales managers and 8 key distributors of fast moving consumable goods industry operating within Lafia metropolis markets. The population may be small because the scope of the study is limited to marketing promotional materials which just a minor aspect of promotion campaign. This type of research may have been done before but not in this sample area or population sample size as the case may be.

➤ Sample and Sampling Techniques

Total population sampling of the entire 42 was used for the study. Total population sampling is the technique that the researcher chooses to examine the entire population that has one or more characteristics (Crossman, 2018). The use of total population sampling (TPS) was based on suggestion of Creswell (2011) who opined that when population is small, the researcher may wish to use the entire population for the study. It is based on this fact that the researcher used the entire population. The survey design entails a framework to investigate the impact of the usage of promo materials by key distributors and sales reps on the sales force performance of fast moving consumable goods and services.

➤ Instrument for Data Collection

The questionnaire was used to obtain first primary information from the population sample size, while the secondary data was gotten through the literature books and some journals.

➤ Selection of Respondents and Conduct of Survey

A random sampling method was used to select the salesmen and distributors. The selection was cut across different salesmen in different FMCGs companies within lafia metropolis the capital of Nasarawa state.

Reps and key distributors randomly selected from different companies FMCGs industry.

IV. DATA ANALYSIS AND TABLE PRESENTATION

Table 1 Statistical Analysis table for Selected Respondents

S/n	FMCGs classifications	Sales reps	Sales Managers	Key Distributor	Total
1	Foods and Beverages	9	5	3	17
2	Personal care & hygiene	3	1	0	4
3	Household & cleaning	3	1	0	4
4	Healthcare & wellness	2	1	1	4
5	Baby and children	2	1	0	3
6	Pet care	0	0	0	0
7	Confectionary & chocolate	5	2	3	10
	Total	24	10	8	42

Source: Author 2025

Table 1 shows that 24 sales reps, sales managers and 8 key distributors were made up of the 42 respondents.

Table 2 Test of hypotheses Using Chi-square Statistical Method

Responses	O	E	O-E	(O-E) ²	(O-E) ² /E	X ² Tab @ 5%
YES	40	14	26	676	48.286	DF(C-1)(R-1)
NO	0	14	-14	196	14	(2-1)(3-1)=(1)(2)=2
NO IDEA	2	14	-12	144	10.286	
TOTAL	42	42	0		72.57	5.991
Q22						
Point of sales	20	10.5	9.5	90.25	8.595	D.F (C-1)(R-1)
Point of purchase	4	10.5	-6.5	42.25	4.024	(2-1)(4-1)=(1)(3)= 3
Point of branding	12	10.5	1.5	2.25	0.214	
Point of publicity	6	10.5	-4.5	20.25	1.929	
TOTAL	42	42	0		14.76	7.815
Q8						
During product launch/branding	8	10.5	-2.5	6.25	0.595	D.F (C-1)(C-1)
During sales engagement	8	10.5	-2.5	6.25	0.595	(2-1)(4-1)=(1)(3)= 3
During sales promotion	22	10.5	11.5	126.56	12.05	
During festivities	4	10.5	-6.5	42.25	4.02	
TOTAL	42	42	0		17.26	7.815
Q20						
Sales drive	26	10.5	15.5	240.25	22.88	D.F (C-1)(R-1)
Brand awareness	8	10.5	-2.5	6.25	0595	(2-1)(4-1)=(1)(3)= 3
Company image	0	10.5	-10.5	110.25	10.5	
Publicity	8	10.5	-2.5	6.25	0.595	
Total	42	42	0		34.57	7.815

Source: Author, 2025.

From the analysis of the hypotheses in table 2, it is revealed that there are significant relationships between the four dimensions of promotional marketing materials usage and sales force performance; because all the calculated X² is greater than the critical value or table value from the X² table figure.

V. SUMMARY, CONCLUSION AND RECOMMENDATIONS

➤ Summary of the Findings

- The result of research question one indicated that point of sales promo materials is more used in affecting sales force performance. The test of corresponding null hypothesis further indicated that there is significant relationship between the point of sales promo materials and sales force performance.
- The test of corresponding null hypothesis two further indicated that there is a significant relationship between the point of purchase promo materials and sales force performance. Because the calculated X² values is greater than the critical value from the table.
- The test of corresponding null hypothesis three indicated that there is a significant relationship between the point of branding promo materials and sales force performance. Because the calculated X² values is greater than the critical value from the table.
- The test of corresponding null hypothesis four indicated that there is a significant relationship between the point of branding promo materials and sales force relationship performance. Because the calculated X² values is greater than the critical value from the table.

➤ Discussion of the Findings

The findings of research questions is supported by test of its corresponding hypotheses that all the dimensions of administration and the usage of promotional materials have significant and positive influence on the sales force performance in FMCGs and lafia metropolis market where sales force carry out sales activities.

➤ Conclusion

The study revealed that point of sales, point of purchase, point of branding/ market activation and point of publicity promotional marketing materials have significant implications on the sales force performance of fast moving consumable goods in lafia metropolis market of Nasarawa State. It is therefore illustrated that the adoption of integrated points of marketing materials usage and administration will continue to be a huge sales strategy and of great advantages over others competitors who are not ready to invest in the production of marketing promo materials. More so, effective usage and administration of promo materials should be part of key performance indicators for sales representatives, sales managers and key distributors of fast moving consumable goods. Consequently, the adoption of the approach will help to increase and improve sales force performance and the revenue of the organization. it was therefore concluded that the inability to integrate these points of promo materials usage and administration by the sales team in fast moving consumable goods will affect the sales growth and sales force performance.

➤ Recommendations

The following recommendations were made based on the findings of the study.

- The management of fast moving consumable goods should make administration / dispensing of sales promo materials as one of the indicators of the sales force performance measurement.
- Sales force performance will be poor without objectively designing, and production of related promo materials which are close to the products in term of color, features and usage of such promotional materials.
- Point of sales promotional materials policies and programs should continues and improve on.
- The point of purchase promotional materials policies and programs should continue, new strategies should be introduced to improve on the usage and administration of the promo materials at that level.
- The point of branding promo materials policies and programs should continues and be tailored towards changes in the sales environment in order to enhance the sales force performance in fast moving consumable industry.
- The point of publicity promotional materials strategies should be reviewed base on the trends or events of publicity matters that needed to be addressed by the organization.

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