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### **Sales promotion tools in retail as ways to influence consumer behavior**

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*In retail promotion strategy is a part of the marketing mix and includes ways to attract new customers and retain existing ones by providing better offers for them. Sales promotion is the process of persuading a potential customer to buy the product. Usually it is designed to be used as a short-term tactic to sales growth and rarely suitable for building long-term customer loyalty. It is presented the author's classification of sales promotion tools in retail.*

**Keywords:** sales promotion, consumer behavior, retail

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