

## **Abstract**

The main thrust of this thesis is to evaluate the effectiveness of the promotional tools such as advertisement, sales promotion, public relations, direct selling, and direct marketing on sales volume of the products of the Iran Tractor Manufacturing Company in Iran. The population for this research study is comprised of the local authorized sales representatives and also local consumers of the Iran Tractor Manufacturing Company. In this regard, one hundred nineteen questionnaires were mailed to the authorized sales agents all over Iran and sixty eight completed questionnaires were received. But regarding the consumers, the accessible sampling was used. The authorized sales representatives all over Iran were asked to request customers who called on them during two months of the Day and Bahman of the year 1389 (corresponding to December 20, 2010 to January 20, 2011) to complete the questionnaire. Total of fifty eight completed questionnaires were received, which are used in the analysis. All together, there were one hundred twenty seven completed questionnaires for the research.

The results of this study show that there is a significant relationship between promotional tools and sales volume. This is the main hypothesis of the research, which is confirmed. Regarding the second goal of this research; identifying the most effective tools, the results show that sale promotional tools are the most effective tools, and the second rank belongs to advertisement, the third rank belongs to public relations, the forth ranked is the direct marketing, and the fifth is the direct selling.

**Keywords:** Promotion tools, advertisement, sales promotion, direct selling, direct marketing, public relations

