
Relationship between Sales and Marketing

Do you know what is the main challenge of a successful business? To get the sales team & marketing manager on the same track. Does it look like a simple task? Actually, it's not in reality. If you observe the basic purpose of this duo, you will witness Marketing is responsible for developing strategy whereas, sales are responsible for executing strategy. Despite their significance, some of their specific distinction may create a cloud of confusion. This can be a major reason for the past failure of a company. On account of the lack of marketing research, not enough sales of their product or services can create this cloud of confusion.

In this blog post, you will come to know more detailed accounts of the difference between sales & marketing & a little more about their relationships. Shall we begin?



What is Marketing

Marketing is the process of creating, communicating & delivering the beneficence that is largely valued for the customers & partners. Basically, marketing is much more than selling. This is the process of meeting the needs of the target audience as well as the market. Marketing intends to make sales easier & increase revenue for a longer period.

Elements of Marketing

There are so many elements in marketing. It starts with identifying the needs of customers. This identification process can be done either formally by the marketer itself or by well market research.

Marketing is like a huge umbrella with so many topics in it. Topics can be:

- Marketing Research
- Consumer Market
- Business Market
- Brand Management
- Product Management
- New Product Development
- Distribution Method
- Pricing Theory
- Promotional Effort
- Advertising Strategies

How to create a Successful Marketing Strategy

Some common steps that businesses execute to develop the best marketing strategy for their business are as follows:

● Do your own Market Research

Supervising extensive market research helps identify customers' needs. Through this research, a company can collect the statistics & details of customers buying intentions, behavior & patterns as well.

● Know Your Audience

Every company has its target audience so their product or service has. Understanding this audience formulates unique marketing strategies designed for them.



MARKETING

- **Recognize the USP**

Pinpointing the unique selling proposition & identifying them can make a product stand out in the crowd. Communicating through various marketing campaigns plays a major role for every business.

- **Choose the Best Marketing Channel for you**

A marketing channel is a medium through which a company promotes its product or service & customer comes to know about it. Depending on the type of customers, it is important to identify the correct marketing channel. Be it traditional marketing tools such as flyers, newspaper ads & TV ads, or modern methods such as social media posts, and email marketing.

- **Monitoring After-Sale Service**

Communication with the customer is the key to success. Marketing contains after-sale service that needs to be monitored routinely to get effective. Now let us dive into sales & its association with marketing.

Illustrations of Developing Marketing Goals

- Research customer needs & interests,
- Build a brand,
- Improve product awareness,
- Increase customer satisfaction,
- Maintain customer relationships, &
- Establish the company as a leader in its industry.



What are Sales

Sales & marketing both are the foundation for any business. Marketing is about building brand awareness & sales is more into profits by converting potential prospects into actual customers. They both act as a catalyst for generating revenues.

Primary Objective of Sales

So basically sales are one of the topics of huge marketing. The primary objective of sales is to increase revenue. Its focus is on generating revenues for the business. The sales team works on nurturing prospects toward becoming a customer.

Sales are where you call the prospects while marketing is where they call you. If you ask people, you will find 80% of people are working in sales or the same domains.

The way both marketing & sales works differently. It is essential to understand the key differences between these two to integrate both functions in your workplace.

Different Techniques of Sales

Sales can be done through various techniques. Such as-

- Explaining the benefits of your product
- Offering discounts, &
- Making your product more effective & attractive than your competitors.



Variations of Sales

There are five major sales categories. These are:

- B2B Sales- It occurs mainly between two businesses. It is characterized by larger transaction amounts. Some of the B2B e-commerce platforms in India are Bizongo, Alibaba, IndiaMART, etc.
- B2C Sales- It is the process of selling the product to individual clients. Amazon, Flipkart, and Zara are an example of B2C business model companies.
- SaaS Sales- Software as a service is mainly the process of selling a company's web-based application or software to clients over the internet. Some of the popular SaaS providers are Google workplace, Salesforce, and Dropbox.

- Enterprise Sales-It is also called a complex sale as the stakes are high enough in this process.
- Direct Sales- It is the selling of products directly to consumers without any intervention from retailers or any third party. Newspaper selling, Door to door selling, and Television Home Shopping channels are the perfect example of this.

Example of Developing Sales Goals

- Close sales,
- Retain existing customers,
- Increase profit margin, &
- Lower customer acquisition cost.

Why Both are Important for a business

While marketing is essential for building brand awareness, & by doing so sales are strengthened. Most businesses nowadays are implementing digital marketing for their growth. They are marketing their product through various channels of digital marketing. A few objectives of this core marketing include purchase, sales & finance.

Similarities Between Marketing & Sales

However, there are several contrasts between sales & marketing. But they have some correlations too. They have a common goal & ultimate intention of boosting & preserving the company's revenue in the long run.

- The core objective of both marketing & sales is to generate revenue for the business.
- Both of them focus on engaging their target audience.
- Marketing & sales both aim to turn every product into a customer, escalating companies' growth.



Tools that are Commonly Used by Sales & Marketing

Some common tools both sales & marketing can use CRM databases. It helps all departments to manage their relationships with customers. Additionally, they can use social media marketing tools to promote their service.

Although marketing & sales are contrasting in many ways, sales & marketing exercise their best results when they are coordinated with each other. For example, the marketing department can help the sales team process sales more efficiently with their unique market research strategies.
