

Sales Marketing: What You Need To Know

Though Marketing and Sales must go hand-in-hand to achieve any positive growth, in reality it is mostly the reverse. While bad marketing for a good product can be as disastrous as taking a joy ride in a sabotaged aircraft, poor turn over need not necessarily be blamed on unrealistic marketing policy alone.

Before delving deeper into the subject it needs to be mentioned here that though there is a lot of relationship between the two, but it can be safely stated that 'Marketing' is a much wider term than 'Sales'. Sales are basically a part of Marketing. In other words, a company has a marketing policy, and sales is one mean in which the company tries to meet its marketing plans.

But ironically there is often a conflict between these two departments. The Marketing people can feel the pulse of the industry and provide leads, but are often rebuffed by the Sales people who argue that their 'feelers' were off beam. Sales people often claim that the figures fell shorter than the projected volume because of this. Whatever be the cases, it is evident that each undervalues the other to such extent that their integration, a factor much is needed to keep the business going, ultimately becomes a myth.

To achieve synch among Marketing and Sales it may become necessary for the Marketing people to get involved in all levels of product development, taking along the Sales personnel with them so that they too can appreciate the leads to be ultimately supplied by the Marketers. In other words, starting at the ground root level and then progressively going up together, instead of taking up the marketing at any mid-stage alone might be fruitful. Also, Marketing's increasing influence in each phase of an organization's growth deeply affects its relationship with Sales.

But in spite of the tension between these two departments, both Marketing and Sales need to work together for the success of any business. Performance of other departments too vastly depends on this relationship. And that is why modern day management attempts to create a friendly atmosphere where marketing and sales works in synch.

Sales, Marketing and the Internet

When it comes to the online world, can marketing and sales be differentiated? Is the act of selling over the Internet through an online store an act of marketing? Or is it sales?

Well the fact is, selling a product or products or a service over the Internet is primarily sales. And the act of supporting this function is marketing.

Take for example the online major Amazon. When the company does promotional exercise through channels such as popular Television, radio, magazines and billboards, then all these activities can be termed as marketing efforts that are geared towards creating a brand consciousness and brining in web traffic to promote and support sales.

But in many smaller stores, marketing and sales often become one and the same as most of these businesses cannot often afford a bigger marketing exercise and limit themselves just to the exercise of sales.

About the Author

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