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SALES AND MARKETING

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Social media and related technology: Drivers of change in managing the contemporary sales force

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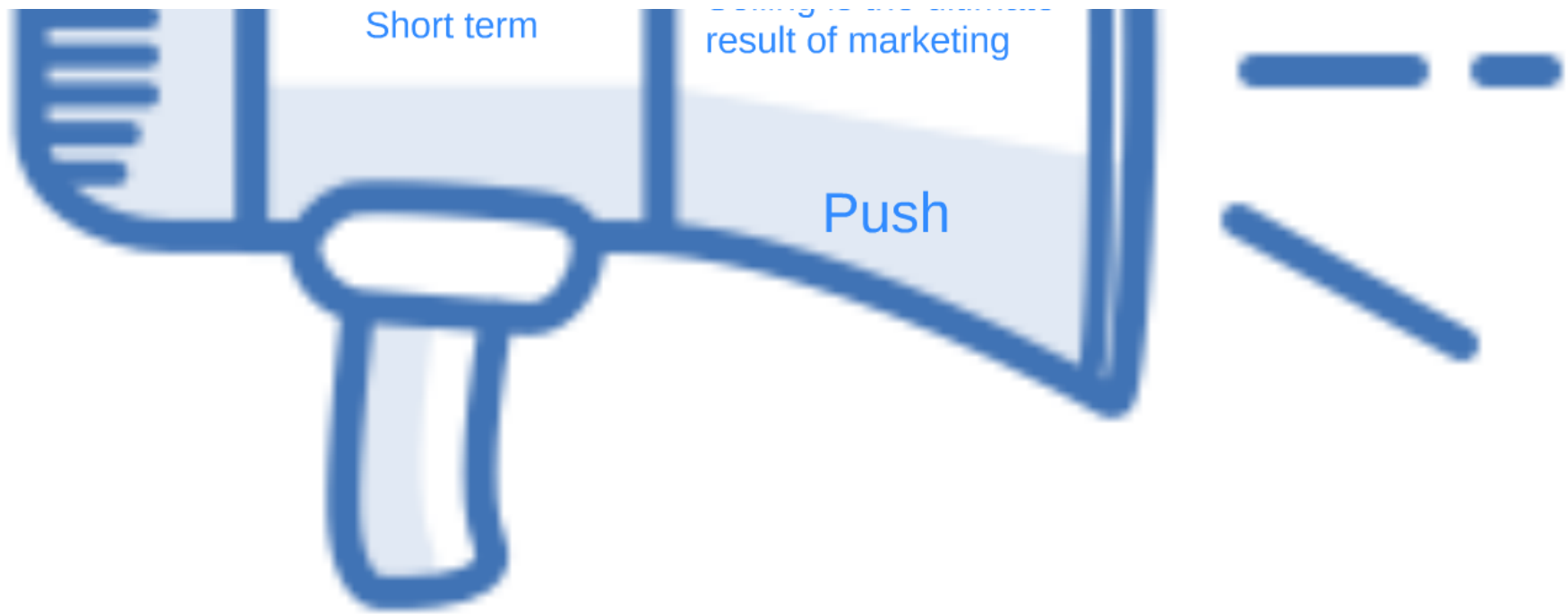
Both sales and marketing are aimed to increase revenue. They are so closely intertwined that people often don't realize the difference between the two. It is normal practice that the same people typically perform both sales and marketing tasks. However, marketing is different from sales and as the organization grows, the roles and responsibilities become more specialized. Both can be still under umbrella of one department (Sales and Marketing or Business Development) but should have different approach, tasks and objectives.

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Sales is a transaction between two parties where the buyer receives services in exchange for money.

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Pull

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Long term

Marketing is the systematic planning, implementation and control of business activities to bring together buyers and sellers.

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Sales

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Once a product/service has been created for a customer need, persuade the customer to purchase the product to fulfill their needs.





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Market research, Advertising, Marketing Mix development, Public relations, Customer service and satisfaction, social media engagement



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Short term