



Acumen

Analyze the Past, Create the Future.

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Quote of the Month

"All growth is a leap in the dark, a spontaneous unpremeditated act without the benefit of experience."

- Henry Miller

Superstar Strategies

The Debate About Sales and Marketing

Some say sales and marketing are the same because the goal is always to increase revenues. Although there is some truth to the statement, we should recognize the difference and the complementary nature of the two activities to determine the best business strategies.

- ★ **Focus** - Marketing is customer-focused. We try to first find out what the customers need, then produce the product or service they need, decide on the pricing, and promote the product or service. Sales is product-focused because it is the process of trying to persuade the customers to buy that product or service.
- ★ **Activities** - Marketing encompasses a broad range of activities, including branding strategies and the design of all the promotional materials such as press releases and advertising campaigns that support the sales effort. Sales staff is responsible for sales through contacts face-to-face or by telephone or other media.
- ★ **Business development** - Marketing may also involve the development of strategic alliances and channel partnerships that help to expand sales in geographic areas or institutions not covered by the sales staff directly.

