

Sales vs Marketing

Key differentiation between your sales and marketing functions



Take a few minutes to think of how your business separates sales and marketing. Write your differences down on a sheet of paper, under the two columns headed "Sales" and "Marketing" below.

By understanding the different roles that sales and marketing plays in your business, you're able to distinguish and identify activities that can help both functions.

Get the combination just right and you've got the beginnings of an explosive sales & marketing strategy.

Sales functions

Write down all the different ways that you interact with a prospective customer to make a physical sale.

FOR EXAMPLE:

- Telesales operators
- B2B appointments

Marketing functions

Write down all the different ways that you interact with a prospective customer to make them aware of your products.

FOR EXAMPLE:

- Website
- Local newspaper advertising