

Are Sales & Marketing the Same?

Sales and marketing are related but distinct business functions.

Marketing is the process of identifying, anticipating, and satisfying customer needs and wants through the creation, promotion, and distribution of goods and services.

This includes researching and analyzing market trends, developing and implementing marketing strategies, and creating and managing advertising campaigns.

Sales, on the other hand, is the process of actually selling the products or services that have been developed and marketed.

This includes activities such as prospecting for new customers, building and maintaining relationships with existing customers, negotiating deals, and closing sales.

In summary, marketing is about getting people interested in your product or service, while sales is about closing the deal and getting them to buy.

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