





Module IV – Time Management

Topic 4: The Marketing Plan

Session 4: Between Selling & Marketing



Outline


- I- Introduction
- II- Top 8 Difference Between Selling and Marketing
- III- 5 Different Types of Selling
- IV- 5 Different Types of Marketing
- V- Why Selling is Important?
- VI- Why Marketing is Important?



I- Introduction

- Marketing builds awareness and attracts leads to your business. Sales convert those leads into paying customers. Businesses need to use a holistic, collaborative approach that involves both departments working together to reach common goals.



An aerial photograph of a sailboat on a dark blue, textured body of water. The boat is small and positioned on the left side of the slide, oriented vertically.

- In simple words, selling transforms the goods into money, but marketing is the method of serving and satisfying customer needs. The marketing process includes the planning of a product's and service's price, promotion and distribution.



II- What is Selling?

- The selling theory believes that if companies and customers are dropped and detached, then the customers are not going to purchase enough commodities produced by the enterprise.





What is Marketing?

- The marketing theory is a business plan, which affirms that the enterprise's profit lies in growing more efficient than the opponents, in manufacturing, producing and imparting exceptional consumer value to the target marketplace.





III- Difference Between Selling and Marketing

- 1) Definition:

- The selling theory believes that if companies and customers are dropped detached, then the customers are not going to purchase enough commodities produced by the enterprise. The notion can be employed argumentatively, in the case of commodities that are not solicited.
- The marketing theory is a business plan, which affirms that the enterprise's profit lies in growing more efficient than the opponents, in manufacturing, producing and imparting exceptional consumer value to the target marketplace.





III- Difference Between Selling and Marketing

- 2) Related to:
 - Selling: Constraining customer's perception of commodities and services.
 - Marketing: Leading commodities and services towards the consumer's perception.





III- Difference Between Selling and Marketing

- 3) Beginning point:
 - Selling: Factory
 - Marketing: Marketplace





III- Difference Between Selling and Marketing

- 4) Concentrates on:
 - Selling: Product
 - Marketing: Consumer needs





III- Difference Between Selling and Marketing

- 5) Perspective:
 - Selling: Inside out
 - Marketing: Outside in





III- Difference Between Selling and Marketing

- 6) Business Planning:
 - Selling: Short Term
 - Marketing: Long Term





III- Difference Between Selling and Marketing

- 7) Orientation:
 - Selling: Volume
 - Marketing: Profit





III- Difference Between Selling and Marketing

- 8) Cost Price:
 - Selling: Cost of Production
 - Marketing: Market ascertained





III- 5 Different Types of Selling

- 1) Aggressive Selling
- 2) Consultative Selling
- 3) Need Oriented Selling
- 4) Product-Oriented Selling
- 5) Competition Oriented Selling





IV- 5 Different Types of Marketing

- 1) Relationship Marketing
- 2) Word of Mouth
- 3) Digital Marketing
- 4) Paid Advertising
- 5) Cause Marketing





V- Why Selling is Important?

- It has the capacity to strengthen relationships with customers, influence them to buy the commodity and create repeat business.
- Main reasons:
 - Allows personal meeting
 - Make direct conversation
 - Gain customer loyalty





VI- Why Marketing is Important?

- Marketing is essential for creating brand awareness, strengthening sales, and retaining customers.
- Main reasons:
 - Provide effective information
 - The backbone of business
 - Increase sales



WAYS	MARKETING	SALES
MEANING	Marketing deals with understanding customers' requirements. As a result, when a product is manufactured, it gets sold hassle-free.	A sale is the transferring of ownership of a product from its manufacturer to the end customer for money.
MAIN FOCUS	Customer-focused	Product-focused
EMPHASIS	Needs of the market	Needs of the company
APPROACH	Integrated	Fragmented
DURATION	Long-term	Short-term
SCOPE	Related to all activities which drives the customers to buy the products	Related to flow of goods to the ultimate customers.
TARGET	Huge audience	Small groups or individuals
ACTIVITY IS DONE ON/BY	Media	Persons
RELATIONSHIP	One to innumerable	One to one
ACTIVITY	Research, advertisements, sales, after sales service, customer satisfaction, and so on.	Product is created to fulfill the needs of the customers.

Thank you