



The Difference Between Sales & Marketing

Sales - *“the exchange of a commodity for money; the action of selling something”*

- Involves closing the deal
- Interpersonal interaction
- Pipeline management/sales forecasting

Marketing - *“the communication between a company and the consumer audience that aims to increase to raise the profile of the company and its offerings”*

- The precursor to the sale
- Creates prospects/leads
- Raises awareness
- Reaches customers
- Promotes brand
- Defines activities undertaken to get the message to market

Align Your Sales & Marketing Messages