



MONDAY MOTIVATOR

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WILL ROBERTSON / JAY McDOWELL

Will@PS-MCG.com Jay@PS-MCG.com

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562-577-7000

Welcome to another edition of The Monday Motivator. In this issue we're going to explore **MARKETING** and how it differs from **SALES**.



How many times have you been handed a business card and the line under the name says **SALES AND MARKETING**? You've probably seen this dozens of times. Yet the two job specifications are not the same.

Marketing causes opportunities and sales converts opportunities into revenue.

Around the world there are companies that only focus on marketing. They range from small local shops to huge multi-national corporations. So what is it that makes the two different?



What makes them different is that marketing is the process of creating opportunities for building relationships. Sales are the process of creating relationships that become sources of revenue. It may be a bit more complex than this short explanation but this pretty well sums it up. Let's first examine marketing then we'll look at sales.

mar-ket-ing
'märkədiŋ/
Noun

The action or business of promoting and selling products or services, including market research and advertising.

There we have the clinical definition of marketing. Now let's look at the process. We will include links to a business dictionary to make the key words more informative.

Marketing is based on thinking about the business in terms of customer needs and their satisfaction. Marketing differs from selling because (in the words of Harvard Business School's retired professor of marketing Theodore C. Levitt) "Selling concerns itself with the tricks and techniques of getting people to exchange their cash for your product. In other words, marketing has less to do with getting customers to pay for your product as it does developing a demand for that product and fulfilling the customer's needs.

Read more: <http://www.businessdictionary.com/definition/marketing.html#ixzz3yevijm3u>

According to the American Marketing Association (AMA) Board of Directors, Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.



To be clear about this topic sales is not marketing but marketing can be sales. This is because in the process of marketing the objective is to bring focus on one or more features of a product or service with the customer benefits fully explained. In many situations such marketing activity can drive demand for

a product or service before a sales attempt is made. Examples include Apple products. One cannot argue that to become one of the largest corporations in human history you have to be doing something right. In reality Apple does many things right and it all started with this technique: Here we see what has become an iconic image of any Apple product in a way that reveals a product that makes everyone seeing it want it. That is the height, the epitome, the pinnacle of marketing.



This marketing technique was repeated many times over decades from the Apple 2 computer to the classic iPhones, iPads, iTunes, iWatch and many more products and services.

Marketing is what happens when the big Auto Makers or Audio Equipment firms attend expos and introduce their new models for the coming year. They don't just sell the products there; they also match customer interest with the features and benefits that

define their products. The sales take place online or in a store in most cases. So we can see that marketing is in a class by itself. It is central to all the other customer interactions in the market. Thus, we hear terms such as “marketing strategy” or “advertising and promotion strategy.” These activities precede sales in most cases. Sales are what happen when marketing has driven customer interest to your door. It's easy to confuse advertising with marketing. Advertising is the process by which the public is made aware of a product or service availability and how it differs from its competitors.

While big brands can accomplish a lot thanks to their big marketing dollars, the key to great marketing is to come up with compelling stories that establish a strong emotional connection with your brand. Luckily, small businesses have some of the greatest stories in the world available to share with their customers. With the rise of inexpensive online advertising and social sharing, small businesses increasingly have an opportunity to make a splash alongside the big industry players, even with a limited budget.

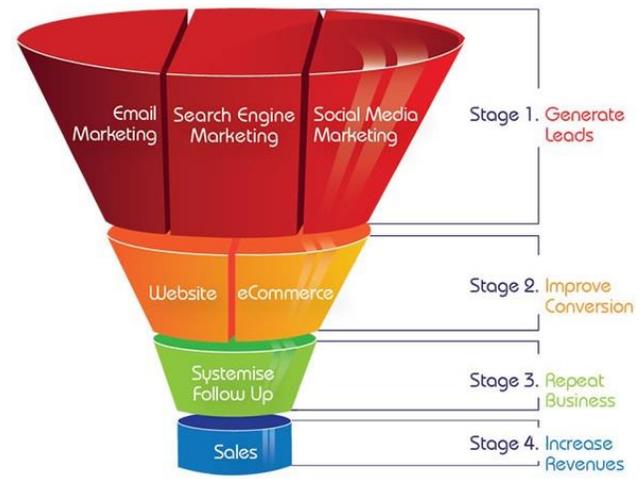


Whether it's promoting your customers' stories, sharing your viewpoint on big issues affecting your industry or reimagining the idea of what your industry's “poster child” should look like, small businesses have great opportunities to tell the stories of their brands in powerful – and inexpensive – new ways in 2016.

It doesn't take extensive resources to replicate some of the core principles used to create a buzz around bigger brands:

- Communicate the emotional, not just the functional, benefit of your product. For example, does your product make customers feel safe? Does it save them time? More time means the ability to spend time on family and the things that really matter to them.
- Share the mission that inspired your business in the first place. How does your product help customers? How does it impact their self-image?
- Be genuine and authentic in your voice and in all of your marketing communications.
- Make your best customers your brand ambassadors and encourage them to create user-generated content that communicates how real people are using and benefiting from your products or services.

In summary, brand awareness starts with marketing. Whether its shoes, cars, pharmaceuticals, electronics or toothbrushes, business all starts with the marketing plan. Then advertising takes over and makes product or service differences reveal a value proposition to prospective customers. Finally, sales take over and convert all this activity into revenue. And no discussion of marketing would be complete without an image to illustrate what we're talking about.



If you know of any business owner/s who would like to improve productivity, reduce costs, increase sales, improve customer satisfaction, setup better time management skills, market via social media or examine transition or exit strategies please consider referring to us at Performance Strategies. Our coaching and consulting team members are ready to provide a no-cost evaluation of what can and perhaps should be done to address such concerns.

Will Robertson, Founder / CEO and Jay McDowell, President / MBA are doing business as Performance Strategies as of Jan. 1, 2017. Our offices are located at 1231 E. Dyer Road, Suite 215, Santa Ana, CA 92705. You can reach us 800-242-1900. Our web site is www.PS-MCG.com Our E Mail addresses: Will@PS-MCG.com and Jay@PS-MCG.com

Our consulting and coaching focus supports management, sales, customer service and operations. Included are sales and management assessment surveys as well as leadership, teambuilding, sales operations efficiency and tracking projects. Our other team members bring additional disciplines as well. We will showcase them in future editions of this business journal. We are all committed to driving the results you want.



Will Robertson, Founder / CEO



Jay McDowell, President / MBA