



Re.engineer Hacks

CAREER DEVELOPMENT

THE HAPPY MARRIAGE OF MARKETING AND SALES


by Brandon Herndon

SALES & MARKETING



Introduction


70% of a buying decision is made before a shopper even talks to a salesperson. Customers are self-educated by way of website content. They are informed, savvy, and discerning.



Hack 1

What is Marketing?

Many people misunderstand the relationship between marketing and sales. People think that they are one of the same, however marketing and sales are different disciplines.



Marketing is the activities that lead to a sale – the 4 principles are: **price, product, place and promotion**. It is a science and not an art.

P: Price

\$ Price is one of the most pivotal foundations of the 4 p's of marketing! Without the proper pricing, many businesses and organizations could find themselves in a position of decreased revenues due to the lack of being competitive in the business environment.

By far, based on the thousands of marketing and sales interactions I have personally participated in, I have witnessed deals not go through because the **inability to agree on**

price. The lack of overcoming the price barrier can totally negate solidifying the deal. Price with out the perceived value for that product or service can cause issues reaching revenue goals for any organization.



P: Product



Targeting the right consumer that has a want and need for the product will always drive consumer behavior. Pitching the wrong product to the right person will not help to make the sale happen unless the marketing message really drives home why the consumer has to have this product. It won't matter



what the price is for the product if the product is not 100%

tailored to meet the needs of the target consumer. The best way to make sure that the product will reach the masses the right way, is to **conduct a great deal of market research** to make sure there is a true demand.

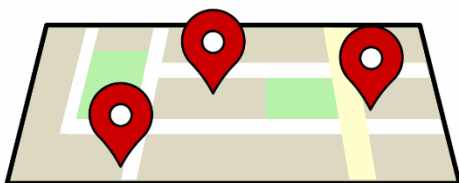
P: Place



Location, location, location will always make a difference with how your

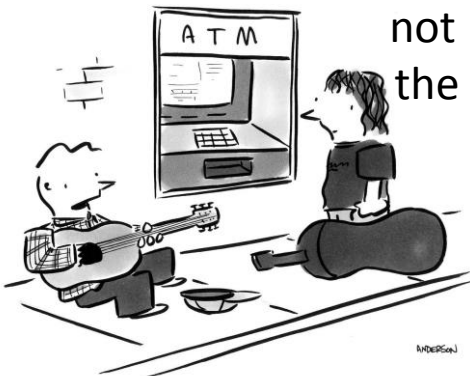
sales are conducted and how your marketing efforts are directed.

Many times it doesn't matter how great your product is if people don't know where to buy it. Make sure that your product is always in the **right place and to the right target market**



if you want to achieve your sales targets. Organizations place way too much time focusing on the price and

not how or where the consumer can purchase it in the most effective and efficient manner.



"Location, location, location."

P: Promotion



Companies must make sure that they promote their product in every way humanly possible from materials, to apparel, to community events, through to public relations. Having the right

promotional strategy

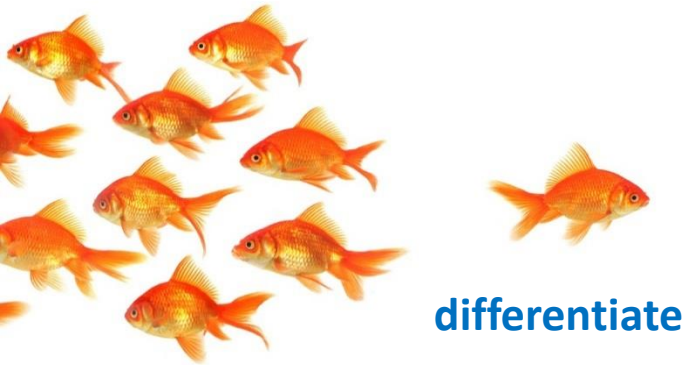
can be the difference between hitting your sales goals and almost achieving the targeted goal for sales attainment.



Promotions can be as simple as a key chain or having an influencer wear your product. As long as it is promoted in a way that makes your product stand out from your competition.

Sales

Sales is what happens when proper marketing procedures and processes take place on a regular basis. It's a **transfer of emotion** – the first product you sell is yourself.



Here is an example sales process:

- Identify the client
- Ask the right questions to understand their needs
- Prepare the quote
- Set the best time for the prospect
- Always have a call-to-action or idea of what you would like the prospect to complete
- Wrap up the documentation properly and ask for a referral

Final Thoughts

The happy marriage between marketing and sales has been the relationship of successful businesses since the beginning of time. Without the four P's of marketing, it is virtually impossible for companies or organizations to hit their business plan goals on a regular basis. It's important to understand this methodology of how to properly market and sell your products.

The Re.engineer Hacker

This **HACK** was developed by Brandon Herndon, Medicare Sales and Marketing Professional. Thanks for reading his perspectives on the happy marriage of marketing and sales and you can connect with him @ LinkedIn Brandon J. Herndon.