

Marketing and selling

[Business](#), [Marketing](#)



Sales is about one to one. 2) Sales is where our business becomes real for the client. It is where the stories and brand come to life. 3) Sales develops relationships. It's relationship-driven. 4) Sales looks after individuals. 5) Sales deals with the ambiguities and the details of each person. It cannot be averaged. 6) Sales analyses the behavior of the prospects and customers whom they deal with on an Individual basis. Sales professionals talk to their customers about the joys of risk free offerings that help them realize their goals and objectives.

They tap into their buyers' Faceable, Linked and other digital pages to gain a deeper understanding of what experiences each Individual customers want. 7) Sales moves away from discussing price and discount, instead replacing these with discussions about total cost of ownership which includes price but extends to include deliveries, warranties, support, training and the other contributing things that are delivered as art of the purchase.

Sales engages with customers to understand what risks they face when making a purchase and then learns how to position their companies as risk free alternatives. The one thing sales and marketing must share in common is the company's 'plumb line' and its stories. From many people to the individual, the central plumb line - the business of the business - needs to be consistent and help each customer connect In a meaningful and specific manner that is relevant to their situation and their view of the world.

Remember, everybody lives by selling something. *London-based Furnaces Marketing Group, 2011 - A Study of Global Marketing Effectiveness. **"

Marketing Mir was coined in an article written by Neil Borden learned about it

from an associate, James Scullion, who in 1948 described the role of the marketing manager as a " mixer of ingredients". Sue Barrett is a sales expert, business speaker, adviser, sales facilitator and entrepreneur and founded Barrett Consulting to provide expert sales consulting, sales training, sales coaching and assessments.