

Selling v s marketing

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



To increase sales revenue ; To improve and maintain image of the product or the business ; To increase market share ; To target a new market ; Improve product awareness. What is sales? Objectives ; To find prospective customers ; To convert these prospects to customers ; To keep them as satisfied customers Difference between selling and marketing Selling Emphasis is on the product Company Manufactures the product first Management is sales volume oriented

Planning is short-run-oriented in terms of today's products and markets Stresses on needs of seller Emphasis on consumer needs wants Company first determines customers needs and wants and then decides about the product Management is profit oriented Planning is long-run-oriented in today's products and terms of new products, tomorrow's markets and future growth Stresses on needs and wants of buyers. Marketing myopia ; Written by Theodore Levity in 1960 ; Marketing myopia is a term used in marketing as well as the title of the important marketing written by the Theodore Levity. Marketing myopia suggest that business will do better in the end if they concentrate on meeting customers, needs rather than on selling products. Why does it occur? Error of analysis ; defining the industry, or a product, or a cluster of know-how so narrowly as to ensure its untimely ageing ; lacking some of the managerial imaginativeness and audacity to make them great Fateful purposes.