

Marketing and selling assignment

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BUSTER**

That means reading their digital footprint and understanding their online chatter as much as it does focus group discussions. Marketing looks for new metrics about consumer clusters and grouping. Online groups are markets of the near future as more and more people cocoon themselves and shop less.

7) Marketing should not promote special prices and discounts, instead replace these with special offers, focusing on delivering greater value – more bang for the buck is the new mantra and greater value with fair exchange is the principle of pricing today – not cost plus as it has been in the past.

Sales is... 1) 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 ambulates 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' Backbone, LinkedIn and other digital pages to gain a deeper understanding of what experiences each individual customer wants. 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 part 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 stones. 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.