

Shouldn't 'Marketing' be called 'Sales'?

By German Sacristan, Sales Leader and author of "The digital & direct marketing goose"

Language is one of humanity's most powerful tools. Humans employ words to describe activities, goals and responsibilities to increase focus and drive success. With this in mind, we're going to take a look at what the word 'marketing' means, and why it should be an integral part of sales.

Marketing and sales share the same goal (sales revenue and ROI) and the objectives below:

- Targeting
- Promotion
- Sales Conversions
- Tracking & Analytics

So why are they separate? Isn't marketing simply an objective/activity within sales? Why have a Chief Marketing Officer (CMO)? Wouldn't it make more sense and provide more focus to have a Chief SALES Officer? Why is it that one of the first things that companies do when they need to reduce cost is to cut marketing investment? Aren't they cutting sales opportunities? Why is there such a lack of integration, and often negativity, between marketing and sales departments?

I believe sales effectiveness would improve if marketing was organised with appropriate names and job responsibilities under sales. The primary difference between modern marketing and sales is that marketing promotes to many in one go, while sales concentrates on one contact at a time. They also vary in some of the communication channels they use.

A sales organisation that includes marketing could be arranged as:

- Product Sales
- Product & Market Research, Support and Pricing
- Product Development

Then Product Sales could be organised as:

- Personal Interactions (sales representatives, telesales and managers)
- Digital Interactions (Internet based such as social media, webpages, Blogs, SEO, etc..)
- Direct Interactions (direct mail, email and SMS)
- Mass Communication (PR, Ad Publications including Newspapers, Events, TV, Radio)

Better integration, strategies and business decisions will be made if all the above activities/responsibilities are integrated into the 'Sales' category. It is the most organic/natural way of doing things and is how it began, before it became a separate field with the introduction of mass communication channels.

Even talent acquisition and staff development might be more effective as often the best marketers are the ones with sales experience and vice versa.

This white paper supports X1's objective of helping its customers get the best possible return from their marketing investment. For more information about X1 and to browse a range of great marketing ideas, visit x1.ltd.uk