

Marketing and Sales: Distinction

Marketing and sales are very different, but have the same goal.

Marketing improves the selling environment and plays a very important role in sales. The marketing department's goal is increase the number of interactions between potential customers and the sales team using promotional techniques such as advertising, sales promotion, publicity, and public relations.

The primary function of professional **sales** is to generate and close leads, educate prospects, fill needs and satisfy wants of consumers appropriately, and therefore turn prospective customers into actual ones.

Wikipedia, January 2009

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Marketing and Sales: Promotion

Marketing Promotion has four distinct elements:

1. **Advertising** – Communication that typically attempts to persuade potential customers to purchase or to consume. Every major medium is used to deliver these messages, including television, radio, cinema, magazines, newspapers, the Internet and billboards. (Brochures)
2. **Public Relations** – aimed at groupings of people it includes speaking at conferences, working with the press, and meet-and-greets.
3. **Word of Mouth** - the passing of information from person to person. This includes any type of human communication, eg face to face, telephone, email, buzz, blog, viral, grassroots, cause influencers and social media marketing
4. **Point of Sale (POS)** - can mean a retail shop, a checkout counter in a shop, or the location where a transaction occurs.

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Marketing and Sales: Targeting Companies

- Businesses where turnover is high.
- Companies expanding their businesses.
- New companies coming to town.
- Companies that are of particular interest to your job seekers.
- Companies that have good reputations for employee relations.
- Use job seekers' personal networks (Dinner Oracles)

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Marketing and Sales: Appear "Familiar" (avoid a disconnect)

How you Appear to Employers

- Name of your organization or program
- Job Title
- Dress
- Language

Learn the Business Climate/Culture

- Take an employer to lunch
- Find an employer Mentor or develop an advisory Group
- Join a business group

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Marketing and Sales: Respect

Respect their Time

- Be Prompt
- Be Prepared
- Be Prepared to leave

Respect Their Opinions/Concerns/Needs

- Don't assume they need your services – discover if and how they do.

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Marketing and Sales: Be Mohammed – Go to the Mountain

Go where employers already gather – their usual “watering holes”.

If you are inviting them to come to you and depart from their beaten path:

- Be clear about what you want them to attend
- Be clear about the time commitment
- Be sure that they will benefit from the experience
 - Live Resumes
 - Business Panels.

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Marketing and Sales: Partnership Model

- Ongoing relationship not a quick sale.
- Companies don't hire people – People do
- Maintain ongoing contact.
- Regular contact through newsletters, emails.
(Santa Cruz Networking Newsletter)

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Marketing and Sales: One Employer Leads to Another

- Ask for leads
- Washington State Rotary Clubs
- Polaris – Mobilizing Customers

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Marketing and Sales: The Power of Presence

- Project Search
- Job Shadowing
- Internships
- Volunteering
- Informational Interviews

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