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 **Introduction**

Sales and marketing course is one the key courses that are very imperative and relevant to any type of business one can think of, be it small, medium or large sized business. This course can be obtained at certificate, diploma, graduate and post-graduate level. It can also afford one to acquire inerasable knowledge about consumer behavior and also to make quick and effective decisions while handling real time business activities in the nearest future. Sales and marketing are two business functions within an organization. They are two inseparable entities that go hand in hand, and serve as backbone of every striving organization. Marketing can be defined as the process of registering your products or services in the mind of target customers through aggressive awareness.While sales can be viewed as any business transaction in which goods or services are sold out by sellers to buyers in exchange for money. **Ref:** [**http://www.cyberclick.net**](http://www.cyberclick.net)

It has been discovered through many business experts that marketing is one of best ways that organizations can use to communicate their value proposition to their customers in a fun and interesting way. Not only does marketing create awareness about organization’s brand but it can also optimize sales, promote businesses, attract customers and also retain them. For an organization to realize more profits in its products or services highly experienced sales representatives equipped with marketing and sales skills must be employed or hired. These sales and marketing skills include persistence, relationship building, entrepreneurial spirit, confidence, deep listening, excellent communication, and territory management. **Ref: www.brainshark.com**

**Description of course**

* Definition of marketing
* Function of marketing
* Objectives of marketing
* Micro environment of marketing
* Macro environment of marketing
* Types research
* Method to gather information: Collecting the information
* Definition of market segmentation
* Characteristics of market segmentation
* Market niches
* Classifications of products
* Marketing vs. Advertising: What‘s difference?
* What is difference between marketing and sales?
* Labeling and packaging
* Line and product mix

**Overview**

This course -sales and marketing has done justice to some of the core aspects needed to be known by both already established business organizations and even those entrepreneurs that are just coming to the business world arena. Some crucial and relevant areas detailed by sales and marketing course can be quickly run through as follow: Definition of customer orientation (which can be considered as a business ideology that focuses attention to how to satisfy the needs and desires of its client rather than business ‘need) and steps through which organizations can become customer-oriented such as get customer feedback always, encourage empathy and so on were first discussed.  **(Karl Moore, Niketh Pareek, 2009 pg 21** agreed with customer orientation). Another topic treated was herd behavior (which can be described as a situation in which individuals work together as a team to make certain decisions). This herd behavior can serve as a powerful tool in marketing to optimize sales if it is properly deployed. **Ref: https://www.tutor2u**

 It went on to state the differences between primary and secondary research which was based on the source of data collection, time consumption and the cost incurred. **(Walliman, 2011pg 69-71** agreed with primary and secondary research). It also proceeded further to define marketing and various classifications of marketing function (also known as marketing mix) such as price, product, promotion and advertisement and packaging. **(Lopez, 2014** supported marketing mix). Another very important area touched was market segmentation. We have four methods for segmenting consumer market as follows: demographic segmentation (categorizes customers based on their educational background and occupation), psychographic segmentation (classifies customers based on their lifestyle), behavioral segmentation (distinguishes consumers based on their buying behavior, spending behavior and loyalty to products) and geographic segmentation categorizes customers in respect to their geographic criteria e.g. language, time zone, location and cultural preferences. **(Monle Lee, Carla Johnson, 2005 pg 91-96** agreed with market segmentation).

 **Body of work and Discussion**

**Marketing and sales**

(Questions and answers that extensively explain the subject)

**Answer the questions below**

**1. What is customer orientation?**

**Answer:** Customer orientation (which is also known as marketing concept is a business ideology that focuses its attention on customer’s desire, want and satisfaction rather than business’ need. Customer-oriented firms acknowledge that customers are the main business. **(Karl Moore, Niketh Pareek, 2009 pg 21** agreed with customer orientation).

 They understand clearly that business won’t strive optimally except it’s constantly enhances customer focus. For companies to really actualize this focus on their customers there are three ways to go about it: the customer-propelled approach, the market change identification proposition and the product innovation approach. **Ref:** [**www.Zendesk.com**](http://www.Zendesk.com)

**2. Enumerate four steps through which companies can become customer-oriented**

**Answer:** 1**.** Get customer feedback often

2. Use that feedback to set goals

**3.** Monitor social media feedback

4. Encourage empathy

**3. Briefly explain Herd behavior**

 Herd behavior can be termed as a situation in which people act unanimously as part of a group, usually making decisions as a team not as individual to achieve a common goal. **Ref: https:** [**www.tutor2u**](http://www.tutor2u)**.**

 In marketing herd behavior can serve as indispensable tool to enhance sales if it is well utilized and also cause changes to the societal frame work.

Communication technologies have immensely contributed to the rapid increase to consumer preference and ‘’ the power of crowds’’. Social media can also be a useful channel to foster herd behavior since its countless number of audience-generated provides a platform for influencers to take the stage and influence buying decision.

 Suggestions from counter parts and indication of positive online experience all serve to motivate consumers to make buying decisions. Some purchase decisions are minor (such as buying bag) while other purchase decisions are major (such as buying mansion.

**4. State 3 differences between primary research and secondary research**

1. In primary research (which is also called field research), researchers need to be involved directly in the collection of data and also categorization procedure.

While in the case of secondary research (desk research), researchers depend on already existing research materials either from the archive, internet or organizational reports without directly involve in the data collection from the field **(Walliman, 2011pg 69-71** agreed with primary and secondary research).

2. Primary research technique is very expensive, difficult and time demanding because researchers need to leave their comfort zone in order to gather data for their research work. Secondary research technique is quite affordable, not laborious and less time consuming since researchers can sit back at comfort of their home and get all research materials for their works from libraries, archive and internet.

3. In primary research, the researcher can claim 100% ownership of the research data which is highly beneficial for companies in extremely competitive markets. While data collected through secondary research technique can be easily accessed by everyone and doesn’t have any specific benefits to organizations.

**5**. **What is marketing?**

**Answer:** Marketing is a very extensive term, which is too laborious to explicate and define. The America Marketing Association describes marketing as the process of planning and implementing inception, promotion, pricing and dissemination of ideas, goods and service to engender information flow that meet the desires, expectation or needs of prospective customers as well as organizational goals. In consonance with different adepts in the field there are diverse classifications of marketing functions which include; price, product, promotion and advertising, place/distribution, financing, selling and branding **(Robert E Stevens, David L Loudon, Bruce Wrenn, 2005** agreed with definition of marketing).

**6. Enumerate and explain the’’ 4P’’ of marketing**

**Answer:** The ‘’4P’’ of marketing or marketing mix include the following: price, product, promotion and advertizing and packaging.  **(Lopez, 2014** agreed with marketing mix).

**1. Price:** Price is one of the main integral functions of marketing. Organizations must put so many things into consideration when fixing prices of products such as cost of production, rate of profit, price of competing products. For example; most organizations usually placing low price on a product in order to gain entrance and acceptance into the market place or relatively high price on a product at initial stage, particularly if there is high demand for the products in the market place.

**2. Product:** Mapping out a new product capable of satisfying customer wants and desires and also gets acceptability in the market place does not occur over night. It takes collaborative efforts of both marketers and marketing researchers to pinpoint new growth opportunities by: conversing with the prospective customers, running competitor survey and integrating response gathered from clients support services into master plan.

**3. Promotion and advertising:** Promotion and advertising of products or services is one of the functions of marketing. Firms usually utilize point-of-purchase (also known as strategic displacement of products in a store) to draw the attention of intended buyers or customers to a particular brand or product. Point of purchase materials include: Floor graphics, free standing display, beautiful stickers capable of grabbing the attention of consumers as they skim up and down the aisle. Apart from POP techniques there are quite numbers of advertising options that can be deployed depending on organization’s prospective audience and what is the most efficient route/ way to reach out to many of them.

**4. Packaging:** Packaging is also a major function of marketing. Individual company can optimize its sales and productivity utilizing attractive colors and graphics on packages. Durable and quality packaging focus on preventing damage and wastage of the products during storage and transportation. Packaging materials include: Canister, carton jute bag, aluminum foil, chip board packaging and plastic box.

7. **What are characteristics of good marketing research?**

**Answer:** The characteristics of marketing research are: Scientific strategy, research creativity, multiple methods, healthy skepticism and ethical marketing.

1. Scientific strategy: Efficient marketing research deploys the concept of the scientific strategy, thorough examination, and formation of hypothesis, projection and testing.

2. Research creativity: At the highest standard of quality possible, marketing research comes about new ideas or concepts to deal with a problem.

3. Multiple methods: Reliable marketing researchers always try to prevent excessive dependence only on just single approach. They usually believe in deploying more than one approach in order to ascertain sound and authentic results in their research works.

4. Healthy skepticism: Good marketing researchers can make use of a healthy skepticism displayed toward them by their managers to engender new ideas and solve problems arise from company’s products or services.

5. Ethical Marketing: When marketing researchers follow the set of values, moral principles, and standard that guides marketing, the outcome of marketing research will be beneficent to both sponsoring company and its clients. Marketing research enables company to more about customer’s preferences and how to meet their needs. Contra wisely, the inappropriate deployment of market research can be disastrous to consumers.

8. **Explain briefly 3 research contact methods that researchers use**

**Answer:** The 3 research contact methods that researchers use include: Mail, telephone interviewing and personal interviewing.

**1. Mail:** Mail questionnaire can be employed to gather sizeable numbers of information from each interviewee at a reduced cost. Interviewees find it more comfortable to give straight forward answers to more personal issues when communicating through email than to an unfamiliar interviewer personally or speak on the phone. Contrastingly, mail questionnaires are not flexible in the sense that it involves mainly stated questions. They often consume time and the response rate is usually delayed. **(Robert E Stevens, David L Loudon, Morris E Ruddick, Bruce Wrenn,Philip K Sherwood, 2006 pg 280-284** agreed with types interview researchers used ).

2. Telephone interviewing: This method seems to be the most effective method for sourcing information swiftly. In comparison with mail questionnaire: telephone interviewing has a very high flexibility. Interviewers have opportunity to shed light on questions that are not clear to interviewees and also, both sample control and response rate are perfect and encouraging. However, telephone interviewing has its own disadvantages such as incur expense per each interviewee is considerably higher compare to mail questionnaire .More so, people tend to dodge a telephone interviewing due to inconveniences or interferences that usually attached to it, they may not be comfortable discussing personal issues with an unknown interviewer.

3. Personal interviewing: This involves giving out invitation letters to various interviewees to come and have conversations with a well trained interviewer in regard to a company’s brand or services. The interviewer must be a goal oriented individual, full of knowledge about the subject in question and company. The flexibility of personal interviewing is considerably high and can be utilized to source for accurate information. Its refusal rate is very low and statistically its sample control can be accurate.

**9. Explain 4 steps of market research process**

Step 1: Objective and problem definition

This initial stage which is viewed as the most crucial step in the market research usually shows the rationale behind conducting the research. And this involves collection of useful information and how it can be incorporated into decision making process. Thorough conversation with company’s decision makers and adepts, exploration of secondary data as well as field or ethno methodology research will be required to really define problems at hand. Once the problem has been accurately defined and the necessity of research is deliberated upon, the remaining process would be easy to carry out efficiently without any further delay. **(Robert E Stevens, David L Loudon, Morris E Ruddick, Bruce Wrenn,Philip K Sherwood, 2006 pg 280-284** supported research process).

2. Make decision on whom to conduct the research:

Immediately after first phase of defining the problem and objective of research is achieved, the next stage is to ascertain who is capable of conducting the research and what different strategies to be deployed to tackle these problems. One of the strategies is adequate conversation with management adepts with a few to create problem solving format and structures that position to guide and accelerate sense making and understanding. Once your records of research are produced in conformity with the basic structure and research object has been corroborated, the next thing is to determine the research method that will be suitable for data collection (such as survey or focus group). It is also very important to pay attention to the final result of your research so as to determine the types of data analysis to be conducted (descriptive statistics, predictive analytics and so on) which in turn will determine the nature of question you will be asking.

Step 3: Outline and make ready your ‘’ research tool’’

This step 3 requires researchers to map out their research apparatus. In this case researchers can decide to make use of any apparatus of their choice (interviews, observations, questionnaires and survey, focus groups, oral histories and so on). And this serves as part of the procedure where they begin implementing their strategy.

Step 4: Your data collection

Researchers can source for their research materials through any of research methodologies: Secondary research (internet, magazine, encyclopedia and so on). Primary research (interview, focus groups, questionnaires and so on). Though, secondary research/desk work is more efficient and affordable but not as efficient and authentic as primary research/field work. Most of the time research adepts usually prefer to use primary research so as to corroborate the authenticity of the data collected and also to be able to claim the ownership of the result. (**Monle Lee, Carla Johnson, 2005 pg 91-96** agreed with types of research).

**10. What are criteria for market segmentation?**

**Answer:** An exemplar market segment must be able to meet up with all these following criteria:

1. It must be easy to ascertain the size

2. It must be big enough to engender productivity **(Karl Moore, Niketh Pareek, 2009 pg 38** agreed with characteristics of market segmentation).

3. Its stability in the market place must be guaranteed so that it won’t disappear after certain period of time.

4. It must be feasible to contact prospective clients through the organization’s promotion and delivery channel

5. It must be able to constantly give feedback to a given market stimulus

6. It must have the capacity to enable organizations to decide on the set of actions or strategy that can foster its brand or product in the market place

7. It must be appropriate for identifying intended customer representatives

8. It helps in the provision of supporting document/ data for a market sales strategy or market positioning (that is, to institute the image or identity of a brand.  **(Lopez, 2014** agreed with market segmentation)

**11. Enumerate 4 methods for segmenting consumer markets using a chart and explain them briefly**

**Answer (a):**

 **Chart 1**

**Answer (b): 1.** Demographic segmentation

 Demographic segmentation focuses on distinguishable non character features like ethnicity, educational background, earnings, religion and occupation. For instance, demographic segmentation may select prospective customer based on what they earn as stipend, hence your marketing won’t be a waste when communicating your brand across to customers who probably are financially buoyant enough to purchase it. This method helps business organizations to tailor their products in order meet the needs and desires of a distinctive region.

2. Psychographic segmentation: This method of market segmentation can also be referred to as life style. It is focused on customers’ opinion, enthusiasm and personalities. Here we may view and define customers based on their: belief, disposition, hobbies, and culture, moral and social status. When customer’s way of life is well known, businesses will be able to foster promotional strategies and product lines that will address their need **(Walliman, 2011** supported methods for segmenting consumers).

3. Behavioral segmentation: Among other methods of market segmentation that we have, behavioral segmentation is probably the most appropriate for e-marketing. This method does not need much data to be truly efficient but of this can be sourced through your online platform. Here we divide customers in respect to their: - Spending behavior, buying behavior, borrowing behavior, loyalty to product and interactions with the products **(Karl Moore, Niketh Pareek, 2009 pg 39-49** agreed with methods of segmenting consumers).

4. Geographic segmentation: When comparing to other methods of market segmentation, geographic segmentation is usually one of the easiest to identify. It categorizes customers based on their geographic criteria: Language, location (postal code, city, state, and country), cultural preferences, time zone, population type and density (urban, sub urban, exurban or rural). This method needs just a little data points, consequently it can afford to offer a quick and efficient route in to customized/personalized marketing and provide tangible ways to get prospective buyers utilizing their location as a jumping off point. This method also enhances higher product relevancy. That is to say, it optimizes sales and at same time engenders a better rapport between customers and businesses. **(Monle Lee, Carla Johnson, 2005 pg 91-96** agreed with methods of segmenting consumers).

**12. What is market responsiveness?**

**Answer:** Market responsiveness can be considered as the ability of consumers in a designated market segment to respond appropriately to the products developed and produced to meet their needs and wants. Therefore, the survival of products introduced to the market is directly proportion to the quick response of intended buyers or consumers.

**13. Briefly explain niche market**

**Answer:** Market niche can be defined as the sub class of target market in which organization tends to direct all its marketing effort toward satisfying their clientele’s needs and preferences.

When planning to set up niche market, there are certain factors that need to be considered such as price range, quality of product, technology and innovation. These factors are capable of influencing target audience to buy. For example, coca cola bottling company which specializes on production and marketing of non alcoholic beverage concentrates and syrups could have its specific market niche such as diet coke or coca-cola zero sugar to those trying to reduce their sugar intake or control their weight. **(Lopez, 2014** agreed with niche market).

. **14. Enumerate 3 rules for niches marketing**

**1.** Meet special demands of target audience

2. Use the right word they understand

3. Carefully gauge the markets responsiveness to your brands

**15. Enumerate 5 modern sales methods that can be used for your products using a chart**

**Answer: Chart 2**

**16. Explain 3 modern sales methods that can be used for your products**

**Answer:** Method 1: Develop interest for the product

An enthusiastic sales person or business owner is always being driven by what product he/she is selling and mostly transfer this passion and confidence to the client. Sometimes, customers tend to show no interest or try to put up unnecessary argument in order to down cast or discourage the salesperson. But a well trained salesperson must find a way of calming them down, listen to their complaints and also try to read and understand their body language. Avoid being confrontational or argumentative with customers, always allow them to speak their mind and also make them feel at home and with this warm reception, you are off to have a great start in selling your products. Marketers or salespersons must be conversant with the products they are selling (that is, they must have full information about the product) so as to able to convince their target customers to buy, and also to provide an appropriate answer to any question asked regarding the products and perhaps you don’t have immediate answer, let them know you will soon find out and get back to them. It is also the responsibility of salesperson to create awareness about the enormous benefits of the product to the buyers.

Method 2: Building relationship with the buyers

When introducing products to your target customers, it is always very important to verify whether they have interest in your products or not. You can achieve this via various means, such as paying close attention to their reactions, giving them listening hears, and carefully finding out what they really desire. It is also very imperative to know how to ask more positive questions rather than close- ended ones like ‘’ what can we do to help you find what you are looking for?’’. When asking your target customers things you can do to help them meet their needs or desires. You are possibly rendering an assistance that helps corroborate emotional needs of the customer. You may get a response like ‘’ I just need help finding- - - ‘’ that will grant you an opportunity to open a dialogue for further conversation. Marketers or business owners must also know that to be fully established in a given market a product needs to have an explicitly, well defined and right place in the minds of prospective audience. The product must be in proportion with other competitive product in the market space. This may require a sizeable number of analyses of customer insights and rival activity so as to safeguard that the points of difference are significant in the consumer’s mind. Perceptual mapping is usually deployed for this kind of analysis. As markets become highly rivalries, consumers have better purchase decisions, and process of differentiating one brand from competitor’s brands is critical success factors (which is also known as key result area). Examples of critical success factors include: Enhanced buyers satisfaction, provision of quality service, optimized customer feedback and improved marketing strategies. Marketer must also ensure that transparency plays its full role in delivering their product information so that both existing and potential customers can stick to their brands.

Method 3: Closing the sales

There are various techniques that can be deployed to close a sale, which include: assumptive closes, question closes, soft closes, take away closes and summary closes and for the purpose of this discussion, question closes will be considered. For instance, a salesperson can close the sale by asking their prospective buyers some questions which afford them to address superb protestations and simultaneously getting loyalty. Question like ‘’ is there any rationale why we cannot go ahead with the transaction?

The question asks either for conclusion or more details so as to know reasons why customers are not fully persuaded, it is ‘’ a non-zero sum game’’. After you have asked your prospective customers their view about your product, it is appropriate to give them some time to ruminate about it. Don’t be unduly pushy, allow them to do their own findings too and get back to you.

**17. Enumerate 4 classifications of products using a chart and briefly explain them**

**Answer (1):**

**Chart 3**

**Answer (2):** 1. Shopping goods

Shopping goods are those goods consumers tend to use quality time to search for, using internet, visit various shops in order to do their own findings, comparing durability, standard, price, and features and conversing with sales representatives before finally making their buying decision. This type of purchase does not occur regularly, is once off type of purchase and has impact on finance plan of consumers. For an effective marketing of these goods by marketers to emerge, massive advertisement and awareness need to be done.

2. Convenience goods: Convenience goods are those goods that are readily available in the supermarkets, shops and kiosks. They are price friendly and can be frequently purchased without much effect on consumer’s finance plan. Seeing that most convenience goods are reasonably low in price, reduction in price cannot be a major issue of not purchasing them. The key factor that can promote convenience goods is brand recognition. In other word, organizations or companies must strive to create extensive awareness or campaign about their brand in order to gain recognition. Examples of convenience goods include tooth paste, biscuits, candy, soap, pasta, newspaper and so on.

3. Specialty goods: Specialty goods are those goods that consumers don’t necessarily need much deliberation prior to their buying decision since they have known the specific brand they are looking for. Consumers who are in search of specialty product do not border whether the price is moderate or high but concern about the unique features of the brand. For instance, when a buyer seeks out for designer clothing or Italian shoes is ready to pay any amount and they are not usually willing to settle for cheaper alternative. Examples of specialty goods are: Luxury cars, high fashion clothing and shoes.

4. Unsought goods: Unsought goods are goods that consumer does not prepare for or does not feel much enthusiasm to buy and the buying decision of such usually come due to fear, danger or emergency. Examples of unsought goods include: funeral services, fire extinguishers, spare tire, accident insurance, helicopter and so on. Intense and persistent advertisement as well as personal selling support will be required to create awareness and re-assure consumers about the durability and quality of products.

**18. What are the differences between marketing and advertisement?**

**Answer:**  1. Marketing engenders easy movement for both the already established and new product among the prospective customers. While advertisement is a strategy that organizations use to create awareness about their own brand in order to generate profit.

2. Marketing is all encompassing strategies that an organization needs to aid an exchange between producer and consumer. While advertising is just one portion out of the whole marketing strategy that is needed to speed up an exchange between seller and consumer so as to engender profitability**.**

3. Marketing process affords businesses to isolate the best way to serve their customer base. Advertising is a business technique where a firm pays to its messaging or branding in a particular location **(Flecher, 2010** supported advertising).

**19. What is products mix?**

**Answer:** Product mix (which is also known as product portfolio or product assortment) can be defined as an absolute number of product lines or services offered by a company for the purpose of sale to its loyal customers  **(Lopez, 2014** agreed with product mix).

 For example, Dangote group of companies in Nigeria produces and sells multiples lines of products, with the product lines being quite similar such as sugar, flour, salt, vegetable oil and also other such as petit tomato paste, macaroni, spaghetti, noodles and so on

**20. State 8 importance of proper market segmentation**

1**.** It gives room to optimization of market competitiveness

2. It helps companies to stay focus and organize

3. It designs products and services in consonance with the audience requirements

4. It sets prices that correspond to the nature, choices and buying power of the target customers.

5. It helps in selecting appropriate distribution strategies.

6. It affords company to make right decision that can help them to grow exponentially such as choosing effective marketing mixes.

7. It helps companies to stay focus and organize

8. It engenders aggressive campaign about company’s brand. **Ref: https:// www.skill share.com**

**21. Limitations of market segmentation**

1. Inability of company to meet needs and desires of various target customers due to inadequate supply of stocks and shortage of storage facilities

2. Company tends to commit lots of funds on recruitment of sales representatives, training and transportation so as to ensure proper distribution of goods and services to various locations where target customers are situated.

3. Market segmentation causes companies to incur more expenses on production and marketing in order to keep large inventory for different target groups

**22. Briefly explain product positioning**

Product positioning can be considered as space that company product fills in the mind of target audience and how its unique features can stand out amidst other rival‘s brands. For company to make indelible marks in the mind of target customer concerning its products more emphasis must be made regarding to distinctive characteristics of its brand. As soon as a product gains its popularity in the market place, alteration or displacement of such can become difficult. **(Monle Lee, Carla Johnson, 2005 pg 101& 102** agreed with product positioning).

**23**. **Enumerate the four elements of product mix using a chart**

 **Chart 4**

**24. What is product depth?**

Product depth can be described as the differences in product s that a company proffers within a certain product line. Clothing industries can serve as a best example to describe product depth. For instance, a clothing industry may present 4 patterns of trousers with each comes in 5 distinct sizes, five patterns of Italian shoes with each comes 3 distinctive sizes and 2 patterns of designer skirts with each comes in 4 distinctive sizes. Basically, there are 43 variations within these products. Therefore, the product depth for this product line is 43. **Ref: https://www. bizfluent.com**

**25. What is product length?**

Product length can be viewed as whole amount of products available within a particular product line. It could also be considered as the amount of stock keeping units accessible within a company product line. A company with a longer product line usually has lots of assorted products than its competitors that can afford target customers to make their choices.

**SUGGESTIONS**

Having gone through sales and marketing course, lots of experiences have been gathered which have broadened my knowledge on how to run my family business better. It was discovered during the cause of learning that effective marketing may not be possible without the inclusion of marketing intelligence. That is, to say marketing intelligence must be first conducted before effective marketing can be achieved. The advent of this marketing intelligence is plausible via various means like competitiveness analysis, customer analysis, SWOT analysis, web analytics and marketing research. **(David J. Smith, Barbara A, Vander Werf, 2018** supported marketing intelligence). On a normal day the success of the marketing funnel is supposed to have direct effect on that of sales funnel. Contrastingly, these two business functions do not have relationship that work efficiently as expected. (**Carroll**, **2006** supported sales and marketing alignment). It has been realized that marketing alone without the involvement of marketing intelligence will not be able to bring about the high level of success desired. Also, sales and marketing need to be aligned that is, marketers (persons that deal with marketing) and sellers (sales representatives) must work together before business organizations can record high profitability on their investments. Therefore, at this juncture I would like to suggest that more research should be conducted on various means through which efficient marketing intelligence can be achieved and also on how marketing and sales can be aligned.

 **Conclusion**

It is hoped that the crucial roles marketing and sales play in business organizations have been properly explained. Marketing serves as a way of creating a space for organizations’ products in the mind of prospective buyers. That is to say, it is a way of making customers interested in purchasing a product. Sales on the other hand complement the work of marketing by getting customers involved in buying organization’ products. So, sales involve exchange of money for the products customers want to buy. Marketing and sales encourage customers’ engagement which in turn serves as a determining factor for sustainability of business’ existence. In conclusion, it is a must for every business organization to embrace these two business functions because they are the back bone of any growing and productive business.

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