

Paper –Marketing Management

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Topic- Difference between Selling and Marketing

1. Marketing is about customer satisfaction. It starts with customer needs and demand and ends with customer satisfaction. It is a customer-oriented approach. Sales, on the other hand, is about selling what the company produces. It doesn't care about the need of the customer but about the profits.
2. Marketing is about providing quality products and consumer satisfaction. Selling is about generating by maximising sales and is a money-oriented approach.
3. In marketing, emphasis is given on the wants of the consumer. Whereas in selling, emphasis is on the company's products.
4. Marketing is different from selling because here the company first determines customers' needs and wants and then decides how to deliver a product to satisfy these wants. In selling, it is the other way round.
5. In marketing the emphasis is on innovation in existing technology and providing better value to the customer by adopting a superior technology. Selling emphasizes on staying with existing technology and reducing costs.
6. Marketing views the customer as the very purpose of the business. Selling views customer as a last link in business.
7. Planning in marketing is long-term-oriented in today's products and in terms of new products, tomorrow's markets and future growth. Planning in selling is short-term-oriented in terms of today's products and markets.
8. Marketing follows customer-oriented approach and selling uses production-oriented approach.
9. Consumer determines price and price determines cost of marketing. In selling, cost determines price.
10. Marketing makes use of long-term strategies to get sales – examples, value-added service, customer education, meeting objectives. Selling makes use of short-term tactics to get sales – examples are free gifts, discounts, rebates, bribes, etc.
11. 11) Marketing is an indirect activity whereas sales is a direct activity.