

## Lesson 9

# SELLING IS MARKETING BUT MARKETING IS NOT SELLING



### Marketing vs. Sales

Marketing and sales are both activities aimed at increasing revenue. They are so closely intertwined that people often do not realize the difference between the two.

Marketing activities include consumer research (to identify the needs of the customers), product development (designing innovative products to meet existing or latent needs), advertising the products to raise awareness and build the brand. The typical goal of marketing is to generate interest in the product and create leads or prospects.

Marketing is a wider concept. Marketing shows how to reach to the Customers.

On the other hand, sales activities are focused on converting prospects to actual paying customers.

### التسويق مقابل المبيعات

يعد التسويق والمبيعات نشاطين يهدفان إلى زيادة العوائد، وهما متشابهان جداً لدرجة أن الناس لا تدرك غالباً الفرق بينهما.

تتضمن أنشطة التسويق بحوث المستهلك (لتحديد احتياجات المستهلكين)، وتطوير المنتج (بتصميم منتجات لسد الاحتياجات الحالية أو المتوقعة)، والإعلان عن المنتجات لزيادة الوعي ودعم العلامة التجارية. إن الغرض الرئيس للتسويق هو توليد الاهتمام بالمنتج ودعم المبادرة وفرص النجاح.

إن التسويق مفهوم واسع، وهو يوضح طريقة الوصول للعملاء.

ومن ناحية أخرى، تركز أنشطة المبيعات على تحويل العملاء المحتملين إلى عملاء فعليين يقدمون على الدفع.

Sales involve directly interacting with the prospects to persuade them to purchase the product. Sales are a narrower concept. Sales are the ultimate result of marketing.

Marketing thus tends to focus on the general population (or, in any case, a large set of people) whereas sales tend to focus on individuals or a small group of prospects.

وتتضمن المبيعات التفاعل المباشر مع العملاء المحتملين لإقناعهم بشراء المنتج؛ لذا فالمبيعات مفهوم أضيق؛ فالمبيعات هي النتيجة النهائية للتسويق.

لذا فإن التسويق يميل إلى التركيز على جموع الناس بصورة عامة (أو مجموعة كبيرة من الناس) في حين أن المبيعات تميل إلى التركيز على الأفراد ومجموعة صغيرة من العملاء المحتملين.

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## Definitions:

**Revenue:** all the money received by a person or company during a given period (wages, salaries, rent, business profit, dividends, etc.)

**Consumer:** a person who buys and uses goods or services; a person whose needs are satisfied by producers.

**Product development:** developing new products, or changing various elements of existing products.



## Lesson 9: Exercises

# Marketing vs. Sales

### First: Choose the right answer:

1. Marketing and sales are both (~~activities-~~ ~~goods-~~ ~~organizations~~) aimed at increasing revenue.
2. Marketing activities include (~~academic-~~ ~~consumer-~~ ~~foreign~~) research to identify the needs of the customers.
3. Product development is designing innovative (~~researches -~~ ~~products -~~ ~~to meet existing or latent needs~~), advertising the products to raise awareness and build the brand. The typical goal of marketing is to generate interest in the product and create leads or prospects.
4. Marketing is a (~~wider-~~ ~~narrower-~~ ~~slower~~) concept if compared to sales.
5. Marketing shows how to reach to the (~~Costumers -~~ ~~Customs-~~ ~~Customers~~).

### Second: Decide true (✓) or false (X):

1. Sales activities are focused on converting prospects to actual paying customers.
2. Sales involve indirectly interacting with the prospects to persuade them to purchase the product.
3. Sales are a wider concept if compared to marketing.
4. Marketing is the ultimate result of sales.
5. Marketing to focus on the general population (or, in any case, a large set of people).
6. Sales tend to focus on individuals or a small group of prospects.

**Third: Define the following:**

1. Revenue
2. Consumer
3. Product development

**Fourth: Translation the following into Arabic:**

1. Marketing and sales are both activities aimed at increasing revenue. They are so closely intertwined that people often don't realize the difference between the two.
2. The typical goal of marketing is to generate interest in the product and create leads or prospects. Marketing is a wider concept. Marketing shows how to reach to the Customers.
3. Sales activities are focused on converting prospects to actual paying customers. Sales involve directly interacting with the prospects to persuade them to purchase the product.

