

Sales

Sales	Details
Purpose	<ul style="list-style-type: none"> • Generate Sales • Build customer relations. • Increase Market Share. • Provide solution through product/services.
Key Elements	<ul style="list-style-type: none"> • Lead generations. • Customer Engagement. • Product/Service Presentation. • Closing the Deals. • After Sales support.
Tyoes	<ul style="list-style-type: none"> • B2B (Business to Business). • B2C (Business to Consumer). • D2C (Direct to Consumer). • Retail/wholesale Sales. • Online/Ecommerce Sales.



✓ *Sales is not just about revenue, --“ It’s about Creating Loyal Customers”.*



Marketing

- Process of *identifying, creating, communicating & delivering* the value to customers to *satisfy their needs*.

Aspects	Explanation
Purpose	<ul style="list-style-type: none"> • To create awareness for your product. • Attract customers, Build trust. • Generate Sales.
Core Element (4Ps)	<ul style="list-style-type: none"> • People. • Process. • Place. • Promotions.
Types	<ul style="list-style-type: none"> • Traditional (Print, TV, Radio). • Digital (Social Media, SEO).
Functions	<ul style="list-style-type: none"> • Market Research. • Branding & Advertising. • Sales & Distribution. • Customer Support.
Goal	<ul style="list-style-type: none"> • Customer satisfaction. • Business growth.



❖ *Sale is a part of Marketing.*

