

Branding, Marketing, Sales & Customer Service

If you think marketing is the same as selling..... think again! One definitely goes with the other, however they are very different.

Wouldn't it be great to get your whole team selling without them thinking about it? It's one thing to have someone interested in buying, which is marketing, however it's entirely different getting them buy. That's selling.

Are you confusing the roles of branding, marketing, sales and customer service. It's actually a fairly simple distinction. The objectives in each process are:

- **Branding:** Raising market awareness
- **Marketing:** Obtaining qualified leads.
- **Sales:** Making up to 12 contacts with a qualified lead to close the sale.
- **Customer Service/Account Management:** Once you've got the customer, delight them and grow the account by up selling, cross-selling and obtaining referrals.

Then you'll bring home the bacon!!