

Purpose Of Marketing

While sales rep are responsible for their own production (not just seize opportunity, but also create them if there are none).

A company can do a lot to assist and empower its sales reps.

While sales communicates to one individual at a time, marketing has the advantage of being able to communicate to a group of people at a time.

Making prospecting easy and time efficient. A sales rep might need a week to contact 100 people, and find out who is a prospect and who isn't. Marketing can do that on autopilot within just hours!

After marketing finds potentially interested people, marketing can pass these individuals to sales reps to further qualify and sell to. Maximizing time and finance efficiency this way.

So what can a company do to assist it's sales reps? Get marketing going, and push potential prospects towards sales reps!