

Difference B/T MARKETING & SELLING.

Daily Notes

DATE

SELLING

MARKETING

1. Starts with the seller and is preoccupied with the needs of the seller.

1. Starts with the buyer and focuses on the needs of the buyer.

2. Seller is the Centre of business Universe.

2. Buyer

3. Emphasizes on saleable surplus available within the corporation.

3. Emphasizes on identification of market opportunity.

4. Seeks to convert 'product' into 'cash'.

4. Seeks to convert customer 'needs' into 'products'.

5. Views business as a goods producing process.

5. Views business as a customer satisfying business (process).

6. The firm makes the product and then figures out how to sell it and make profit.

6. What product is to be offered is determined by the customer.

7. Cost determines the price.

7. Customer determines the price.

8. No coordination among the different functions of the total marketing task.

8. Emphasizes on integrated marketing.

9. Selling views customer as the last link in the business.

9. Marketing views customer as the very purpose of the business.