

- the roles of sales and marketing

- smarketing

### 5.1 About business Sales versus marketing

#### Discussion

**1** With a partner, decide which department usually does these tasks. Mark the activities **S** (sales) or **M** (marketing).

- brainstorm new ideas ☐
- get the customer's signature ☐
- design promotional materials ☐
- give product demonstrations ☐
- identify potential customers ☐
- negotiate with buyers ☐
- send quotations ☐
- provide the product that customers want ☐


#### Reading

**2** Read the first three paragraphs of the article opposite and check your answers to Exercise 1.

**3** Now read the whole article and choose the correct answers.

- Sales and marketing often don't
  - blame each other
  - have separate agendas
  - work together.
- The four Ps and AIDA are the responsibility of
  - sales
  - marketing
  - both sales and marketing.
- Sales people think marketing's job is
  - more complex than theirs
  - harder than theirs
  - easier than theirs.
- Smarketing works by
  - sharing customers
  - sharing information
  - sharing desks.
- Long-term customer partnerships allow companies to
  - satisfy more immediate needs
  - describe more benefits
  - anticipate more future needs.
- Smarketing meetings involve
  - top level staff
  - low level staff
  - all levels of staff.
- Sales and marketing people are encouraged to standardize
  - terminology
  - feedback
  - conferences.
- The main result of smarketing is
  - better language skills
  - better sales
  - better integration.

#### Listening

**4**  2:01 Listen to an interview with a sales representative. What three problems does Clare mention? What solutions does she suggest?

#### Discussion

**5** In small groups, discuss the questions.

- Do you agree with Clare's three suggestions? Why? Why not?
- Do you know people who work in sales or marketing? Are they very different?
- Is it a good idea to mix different departments in the same office? Why? Why not?
- Do customers want to build long-term partnerships with sales people? Why? Why not?
- Which job do you think is more difficult, sales or marketing? Why?

#### Internet research

Search for the keywords *sales versus marketing*. What do sales think about marketing? What do marketing think about sales? Make two lists and compare with a partner.

#### Glossary

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agenda  
awareness  
benefit  
blame  
ceasefire  
commission  
feature  
incompetent

