



DELHI INSTITUTE OF ADVANCED STUDIES

Plot No. 6, Sector-25, Rohini, Delhi-110085

(NAAC Accredited 'A' Grade Institute)

(Approved by AICTE and Affiliated with GGSIP University, Delhi)

(An ISO 9001:2008 Certified Institution)

ENHANCING MARKETING & SALES SKILLS

A session was organized on 21.08.2014 on enhancing sales & marketing skills. The session focussed upon the aspect that traditionally, organisation's marketing departments have been responsible for product design, identifying demographics, designing promotions, advertising, and enabling the sales force with tools to go to the market. Once marketing was complete, sales professionals took over. If sales were strong, the marketing team were satisfied that they had done their job. If sales were weak, the marketing team would be charged with changing marketing strategy and/or plan. While many large businesses still operate the traditional "marketing then sales" model, most small to mid-sized businesses have merged these two departments into one. Doing so not only reduces overheads but can also provide advantages with a dual approach.

The spokesperson told the students as to how this merging has created several career opportunities for creative thinking sales professionals who can benefit from the advantages of a dual-role position. An experienced sales professional knows what works and what falls short. Marketing functions often rely on surveys, industry analysis and charts when designing your strategy – an approach which is based on feedback and experience.

The spokesperson told the students as to how they can work upon and enhance their skills related to marketing and sales so as to become equipped to work in the domain of marketing.



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