

## Sales and Marketing Conflict – why it occurs and how to solve it



by Peter Eales FCIM

### Sales, is it the same as marketing? What are the key problems and areas of confusion?

- Sales is **part of marketing**
- Marketing describes **many tasks**, often this is forgotten
- Different types of **personalities** are suited for these tasks
- Even within one area such as sales, **personality profiles** will vary
- **New business** sales attracts people typically who are impulsive and restless
- **Account development** sales are more patient and suited to paperwork
- **Marketing profiles** are varied eg a market research analyst is methodical
- Whilst a marketing events co-ordinator is creative but more **people oriented**
- **Marketing is a broad field** starting with research, then analysis, planning, branding....
- Each has a different set of tasks and attracts a **different personality profile**
- There are the **logistical** and **process** challenges
- Plans are implemented in liaison with **finance** and the **whole organisation**
- Sales management may work reasonably well with marketing at **senior level**
- But when it comes to **field sales** and expecting reports to be filled in...
- Or **CRM** and other computer information to be filled in sales people often prefer to talk
- Head Office and I.T. designers of systems see the “**visual**” **look** of things

So learning styles (NLP), personality profiles and geography, and process are all a challenge

### My suggestions

1. Create a simple organisation structure
2. Marketing and Sales are different! Different things, different types of folk, so recognise this. Set up ways of getting things done that actually work, not that 'should' work. So if that means more talking and less emails or CRM, then do it...
3. Each organisation is different and industries vary

What would I do? 1. Visit as many customers as possible. 2. Go on field visits with sales people  
3. Follow the journey of a new idea through marketing spending time with each person in the department  
4. Install a suggestion scheme (but I am biased as we sell the software!) 5. Get Sales and Marketing people to switch roles periodically.

More on Peter Eales at: <http://www.oisolutions.co.uk/about-us/our-people.aspx>