

IDEAS + INSIGHTS

'Marketing & Selling: The Difference'

Many explanations exist that define the difference between sales and marketing: one of my favourites says, 'Selling is about volume, marketing is about profit'. Memorable, but a little simplistic. The real difference, to my mind, lies in the fact that a sale is often seen as an event, whereas marketing is a process, and once implemented, the process creates the environment within which sales are simply inevitable. And that's a big difference. We discuss it briefly below.

Take a look at the photograph below. You see one person in animated conversation with another. If you want to understand the difference between the *act* of 'selling' and the *process* of 'marketing', imagine that they are talking about selecting a financial planner.

In far too many cases, they are probably discussing the fact that, *"Hey, they are all much of a muchness. Why don't you just get somebody out of the 'phone book, or through the Internet?"*

If that indeed is the essence of their conversation, then it's probably because a planner once made a pitch to one of them, gave some advice and transacted a little business.

However, *if there's no positive recall* of that planner's name and reputation, then the planner made a sale ... but did no marketing.

Conversely, imagine that the person on the right is expressing something like, *"If you are looking for very good planners let me give you the name of the people that look after us. They communicate well, they take pains to make sure we understand their advice, and what they charge is good value and transparent. You won't do better."*

This is positive recall. This is positioning a person or a team of people so that they are *differentiated* from 'the pack'. This is **marketing at work**, the way it should be, even when you are not there to witness it. This is called 'creating an edge'.

YES! Marketing has designed specific tools to give *you* an edge in the financial services market place. There are eight modules, and each one easy to implement. Here they are in brief:

1. **Positioning:** how to create a *positively perceived position of difference*.
2. **Prospecting:** how to create, run, and measure successful marketing campaigns.
3. **Interviewing & probing:** how to get more from

a Q&A with a prospective client than your competitors do.

4. **Analysing & preparing:** how to do what the professionals do in knowing how to construct a brilliant proposal.
5. **Writing & presenting:** how to write persuasive documents and then present them to win new business ... and keep existing clients.
6. **Following-up:** a post-presentation follow-up (whether you've won, lost or retained business) works wonders.

7. **Keeping the promise:** every submission is made with implicit or explicit promises: differentiate by making sure you keep 'em.

8. **Creating a marketing and development plan:** bring all your marketing together into a cohesive, workable, one-page action plan.

Our tools, tips, and techniques deliver clear, simple and inexpensive methods of providing planners with an unbeatable marketing edge.

Why? Because, like it or not, we are *all* being talked about *right now*. A successful marketing program will ensure that what is being said is memorable, positive ... and recurring.

So, if you've ever been confused about the difference between selling and marketing, think of this: while a sale might take place as the result of personal interaction, effective marketing *creates and maintains* the environment within which sales are highly likely to take place - and then sets up all that follows to ensure the client is retained.

Look at the photo again, and ask yourself, "How do I get people to talk that way about *me*?"

If you would like a no-obligation discussion on any of our marketing tools, simply contact us for a brief chat.

