

# INTEGRATION OF MARKETING, SALES and DISTRIBUTION

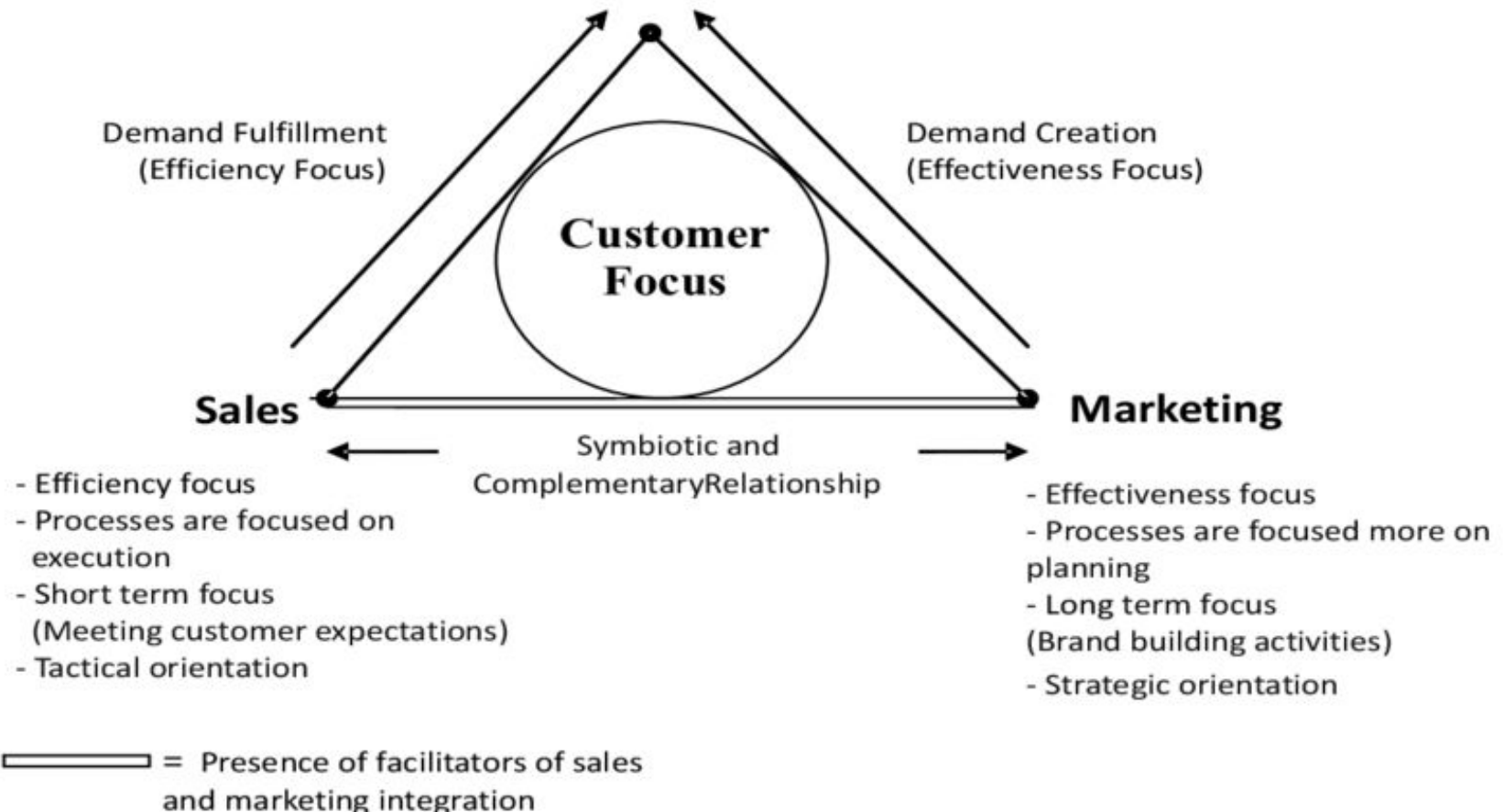
Dr. Parul Singhal

A decorative graphic consisting of several horizontal lines of varying lengths and colors (teal, white, and light blue) extending from the right side of the slide towards the center.

[https://www.youtube.com/watch?v=sdbwv\\_XGwZQ](https://www.youtube.com/watch?v=sdbwv_XGwZQ)

Enhanced competitiveness  
Quick response to customer needs  
Focused on efficiency and effectiveness

## Sales and Marketing Integration



# Integration

## Marketing

- Creates unified experience for consumers to interact with the enterprise and its range of products.
- IMC
- Exchange ( needs with satisfaction)

## Sales

- Prospect into customer
- Generates revenue

- Sales manager- responsible sales and profit objectives.
- Integration of sales with distribution channels, advertising, sales promotion and online etc.
- With communication – consumer behaviour – customer needs – customer interface – customer focused sales team – cust service , technocal help
- Coordination is critical to success of sales team.1) reward system 2) Goal setting process 3) staffing and training

# Distribution

- Involves manufacturer to final consumer through intermediary agencies.
- Assortment of goods
- Customer service
- Economical distribution
- Information about customers

# Integration?

- **Mutual Dependency:** Marketing metrics drive sales and sales identify the right market. Distribution ensures customer delivery
- **Message Transfer:** Marketing creates message to reach customers, distribution translates it.
- **Commitment:** Marketing fulfills needs/ wants. Sales achieves sales volume objectives. Distribution creates utilities and keeps consumers content.

# Integration?

- Expectations fulfilled: consumer expectations towards products fulfilled by marketers and sales ensures service. Right time/ place.
- Common goal: Increasing revenues, leads converted to sales translates through distribution.
- Communication: CRM, market analytics – sales campaigns to attract customers. Channel members cooperate by serving customers.

# Integration?

- Close Harmony: Product development . Better product better results in sales. Distributors build channels to control connect with customers.
- Competitive Advantage: Best companies have best distribution system. Goodwill and reputation of members – scoring a lead over competition.
- Hybrid Channels: multiple channel system, retail, direct marketing, direct mail, telemarketing, online, catalogue- reduced transaction cost, better promotion, increased coverage and customized approach.

# Integration

- Customer Support: Partnerships work for logical experience as they learn, try, buy, seek help and share ideas.
- The integration is the essence of successful business venture ( sales/ profit/ market share/ customer satisfaction)

