



## Don't confuse sales with marketing.

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In a series of unrelated events I came across some really awful marketing statements put out by various companies. Being of average intelligence I thought I could figure out what these companies do for a living. I was wrong!

"Our unique combination of software, services and unmatched industry experience spans all business processes and business and operational support systems. Our customers are among the largest, most powerful companies in the world. We strive to anticipate and nurture their evolution with thought-leadership and technology innovation."

"Our business savvy consultants, workflow oriented software products, customer focused BPO staff, and customized hosted application services address growing demands made on carriers to provide quality service, reduce operating costs, and meet compliance standards. Our customers range from small start-ups to large insurers and everything in between. "

"We are a leading supplier of discovery, collaboration, and knowledge enterprise solutions, desktop software, scientific databases and consulting services to the pharmaceutical, biotechnology, and chemical industries"

"Our systems enable large organizations to run more efficiently and productively through the automation and streamlining of business processes"

The real tragedy is that many sales people also sound like this! Why? In their effort to create value and position their company they mimic the corporate positioning. It's no wonder that most buyers also hide from sales people! Aside from being confusing at best, this kind of language disables buyers from gaining insights and vision about how they could solve critical business issues.

**Corporate Overview** – a statement by which a company tries to place itself in the marketplace in terms of mission, industry segment, corporate competencies and assets and its relationship to competition. The real goal is to raise money to keep going.

**Sales Messaging** – the conversation that a sales person should have (the questions they should ask) in order to uncover business objectives and the reasons for those objectives.

Please don't confuse these!