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## SALES MARKETING

Without an effective sales marketing strategy, most businesses would fail within a very short period of time. By simply putting a product or service on the market without the proper research and planning, the chances of finding success are almost nonexistent. While there are isolated cases of success with very little sales marketing preparation and practice, any business that wants to be successful understands the importance of sales marketing. Even products that have already undergone an initial sales marketing effort can begin to see improvement with the consistent introduction of new sales marketing ideas and techniques.

One of the most common ways a business can begin looking at how to come up with effective sales marketing strategy is to look at the words that make up sales marketing separately- marketing and sales. By taking these two words and then proceeding to produce itemized lists that indicate areas that need improvement can make a manageable foundation on which to build new sales marketing strategies.

Begin with the market that a product or service is geared towards and reassess the information that is currently known about that particular market. It might be necessary to hire independent research firms in order to learn more about a target market in order to get new information for new sales marketing ideas. Make a point to note what products or services are being purchased and how effective the current sales marketing plan is working for those products. Those ideas might be applicable to other areas that aren't as successful. For the products that are already producing reasonable or exceptional sales, consider what can be done to sell even more of these items to existing and new customers. Consider markets aside from retail that may not have been previously looked at like corporate, industrial, bulk and institutional markets.

Next it is time to consider what sales marketing strategies are being used by the competition and how effective they are for them. Think about how to expand the current market of a product in order to make it more profitable. Consider joining forces by packing a product with another company's product if they could complement each other and be an irresistible package to the consumer. For example, if a photographer wants to generate more business, a new sales marketing strategy might be to join forces with a florist where both benefit from making referrals to each other. A floral and photo package might be just the niche most couples are looking for in order to have the kind of wedding they want at a price they can afford. A look at the supply chain and a business's position in relation to the overall market in order to assess where change is needed and for ideas on new sales marketing strategies.

After looking at the factors that affect the sales marketing of a product, it is time to consider key factors for a new sales marketing strategy. Consider new promotional ideas for each product or service, think about if the price of the product or service should be made more competitive, maybe the service or delivery of a product needs to be addressed and unique new ways in which to build a loyal customer base.

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