

## **DIFFERENCES BETWEEN MARKETING AND SELLING**

- Marketing cover the process of distribution of goods and services while selling is a part of an aspect of marketing
- It creates various types of utilities, e.g possession, time and place while selling creates only possession utility
- Marketing is highly specialized and requires professionalism while selling is simple and can be performed by anybody
- Marketing is the overall process of creating demand and facilitating distribution of goods and services while selling involves the actual exchange of goods and services
- Marketing emphasis is on customers wants while selling emphasis is on the products
- Marketing company first determines what the customer wants and then the firm figures out how to profitably make and deliver a product to satisfy those needs while selling company first makes the product and then figures out how to sell it profitably
- Marketing is external and market oriented while selling is internal and company oriented
- Marketing emphasizes market and buyers needs while selling emphasizes company (sellers) needs