



There's No Such Thing as a Marketing Rep: How Sales and Marketing are Two Different Things ... and Why it Matters

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We must abolish the word:

Marketing Rep



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Why is conflating **Marketing** and **Sales** a problem?

- Two distinct activities
- Run by 2 very different type of people
- Different training and expertise
- Institutional knowledge accessed through different channels
- **One person trying to do both is doomed to failure**

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Marketing vs. Sales

Marketing

- Ongoing output
- Brand awareness
- Product marketing
- Lead generation
- *Create sales collateral*
- *Patient retention*

Sales

- Targeted activity
- Direct ask for business
- Relationship building
- *Doctor focus*
- Leads → Conversion
- Sales funnel movement
- Requires CRM


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Marketing People vs. Salespeople

Marketing People	Sales People
<ul style="list-style-type: none"> • Inside business or remote • Scheduled activities • Computer Savvy <ul style="list-style-type: none"> • Email • Social media • <i>Website</i> • <i>Graphic design abilities</i> • <i>Lead assessment/research</i> • Salaried 	<ul style="list-style-type: none"> • In the field • Targeted activities • Great people skills/listening skills • Defined goals • Motivated by goal attainment • Doctor acquisition and maintenance focus • Commission-based pay • Deliver results or fail



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Success in Marketing

- Focus on output
- Disciplined adherence to a marketing schedule/calendar
- Content creation
 - Relevant, Up-to-date, Attractive, Responsive to customer, On brand
- Understand marketing channels
 - Who is the audience for each
- Leverages output for impact
 - Automating tasks
- Supports salespeople with logistics and collateral
- Provide qualified leads to salespeople



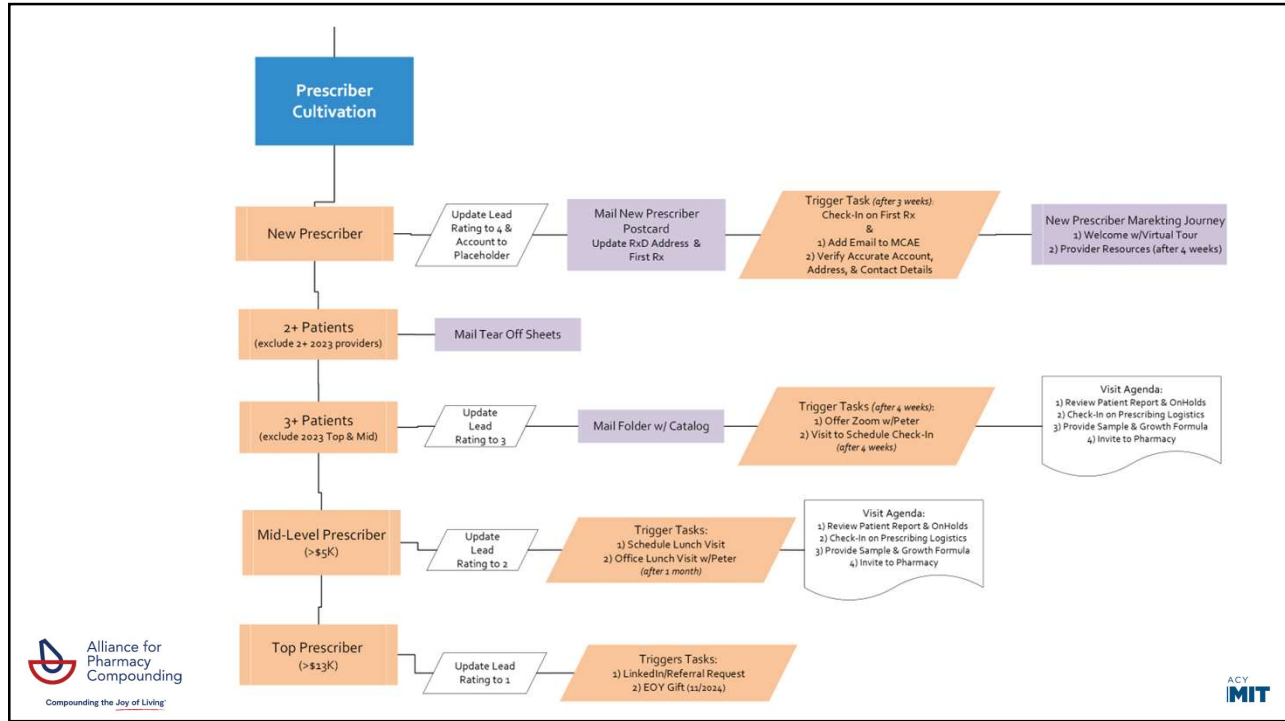
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Success in Sales

- Goal/Target oriented
- CRM utilization/maximization
- Correct cadence for connection
 - Quick follow-up
 - Right timing of future visits
- Utilize zoom & in person outreach
- Discernment of where opportunities lie
- Communication to marketing person to direct marketing support
- Develop and maintain long term relationships with doctors



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