

Sales vs. marketing



Sales

- Reaches out to customers about a product
- Converts leads into customers
- Addresses prospects one-on-one
- Focuses on customer interests and pain points



Marketing

- Nudges customers toward a product
- Generates leads for the sales team
- Addresses the widest possible audience
- Focuses on the benefits of a product

Sales Marketing

Michal Rosen-Zvi



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