



Digital competences for women in rural areas to increase their entrepreneurial opportunities and employability.

Towards inclusion through entrepreneurship.

IO1 – TASK 3 BRIDGING THE GAP MOOC

Module: Marketing and Sales, Customer Experience

Organisation: INCSMPS



Co-funded by the
Erasmus+ Programme
of the European Union

This project has been funded with support from the European Commission.

Project N°: 2020-1-ES01-KA204-082832

This communication reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.



Contents

Introduction to Marketing and Sales, Customer Experience	3
Marketing and Sales	5
Definition, goals	5
Difference between marketing and sales	7
Online Marketing	9
E-Commerce	10
Advantages of E-Commerce	10
Disadvantages of E-Commerce	11
Customer Experience	12
Definition	12
Difference between customers experiences and customers service	13
How to manage the customers' experience	15
Conclusions	19
Quiz/Assessment	20
References	23

Introduction to Marketing and Sales, Customer Experience

Within an **organisation**, marketing and sales represent two **business functions**.

Commented [1]: Change to british english

These two functions influence lead generation and revenue generation. The term marketing refers to the "process of getting people interested in goods and services" that are being sold, while the term sales indicate "all activities that lead to the selling of goods and services" (Hart, 2019).

Marketing includes all activities that arouse interest in your product or business. In an organisation, marketing departments are responsible for "running campaigns to attract people to the business' brand, product, or service". Sales refer to "the activities that lead to the selling of goods or services". People that work in sales department are responsible for managing relationships with potential clients (prospects) and are responsible for providing a solution for prospects that eventually lead to a sale (Ibidem).

Usually, many people place marketing and sales into the same category, but these two processes are independent from each other. In the easiest terms, marketing refers to raising awareness of your organisation and brand to potential customers. On the other hand, sales refers to turning that audience into profit, by converting those potential customers into actual ones (Casarella, 2021).

If you want to know how marketing and sales are related, you should know that marketing is responsible for *developing strategy*, while sales people are responsible for *implementing strategy* (Funk, s.n.).

The evolution of the technology and also the fast changes that appear both on the labor market and at the level of the society lead to the need of more and complex skills for those who are or who want to be on the labor market.

In general, women have more difficulty entering the labor market than men. But especially those with fewer skills and those from rural areas face significant



obstacles at entering to the labor market. Nowadays, among other specific types of skills, the most requested skills are the digital and the entrepreneurial ones.

This guide was made out of a desire to develop new skills, knowledge and competencies for women in rural areas, but also to increase the entrepreneurial opportunities and the employment ones for them. In order to do that, this part of the guide contains important information about customer experience like: definition, differences between customer experience and customer service and how to manage the customers' experience, which will help those who read it to gain new knowledge and skills that will make it easier for them to enter the labor market.

The target group for this guide is women from rural areas who want to enter to the labor market as employees or who want to become entrepreneurs (to open their own businesses).

Marketing and Sales

Definition, goals

Marketing is a process that involves a range of activities carried out by the company to promote the sales of the company's products or services. The process begins with identifying customer needs, satisfying those needs profitably by creating, communicating, and delivering offers in exchange for a price that is evaluated by customers (Surbhi, 2019).

It's a way to get the target audience interested in the company's offerings. All activities that try to draw customers' attention and retain the company's offerings are covered under the marketing terms, such as market research and analysis, product development, promotion, distribution methods, sales and after-sales service (Ibidem).

Marketing refers to what you transmit about your offer, how you communicate the value of your offer to your target audience, and why customers should choose it from all the options available on the market. It is a promotion of the offer through advertisements using various platforms, such as newspapers, TVs, pamphlets, social media, such as Facebook page, Instagram account, Twitter account, etc. (Surbhi, 2019).

Sales are nothing more than the primary purpose of any business enterprise, in the sense that all the activities of a company are aimed at increasing sales. Basically, it includes activities that result in the sale of "what the company offers to its customers" in a certain period of time, by convincing customers that buying the company's product will be beneficial for them. To this end, the salesperson must have exceptional communication and persuasion skills in order to effectively

transmit to the customer the benefits of the product or service, while answering their questions (Ibidem).

Each company has a specific department for the sale of its products and services, which are often divided into different teams, based on:

- Geographical location, where the teams offer the product and service to,
- Products and services, that teams need to sell,
- The target customer, to whom the products and services are to be offered.

Each team has its own sales volume goal, for the month, quarter and year it needs to reach. To increase sales, special offers such as coupons, free gifts, etc. and discounts are used as a strategy to attract customers' attention and encourage them to buy the product or service (Surbhi, 2019).

Goals

The marketing objective of a business is to promote their product, company or brand through clear communication. The main goal is to look at the bigger picture and clearly explain how the product or service benefits the widest possible audience, generating potential customers.

A sales team sets goals based on quotas and volume. They tend to be based on a short-term period of time, usually based on the quarter or financial month. Goals and objectives are determined by how much the business needs to sell in order to generate enough profit to continue to be operational (Casarella, 2021).

Difference between marketing and sales

Marketing refers to finding the desires of people / customer and satisfying them. It revolves around the needs and interests of the **consumer**. It is a broader term that consists of a number of activities, such as first identifying the market, customer needs, developing the product to meet the customer's need, setting the price, and then selling the product to the customer. It consider the customer as the very purpose of the business. Marketing aims to turn customers' needs into products. In marketing, customer satisfaction is the main reason and is more oriented towards the foreign market. It is based on an outside-in perspective (Jena, 2020).

Commented [2]: This topic has been already tackled in the introduction as well. Maybe you could merge them and add something more general in the introduction.

Commented [3]: The costumer is considered the very purpose of the business*



Source: https://www.google.com/search?q=sales%20vs%20marketing&tbm=isch&tbs=il:ol&client=firefox-b-d&hl=ro&sa=X&ved=0CAAQ1vwEahcKEwig_eeEidT1AhUAAAAAHQAAAAAQAg&biw=1389&bih=665#imgsrc=mimDcULmC7GnM

Sales refer to creating products and selling them to customers. It revolves around the needs and interests of the **seller**. It represents only an integrated part of the marketing process, because its sole purpose is to manufacture the products first and then sell them to the customer. It is oriented towards the sales volume, not too concerned with customer satisfaction. It sees the customer as the last link in the business. The purpose of the sale is to convert the product into cash. In sales, selling is the main reason and is more company-oriented. It is based on an inside-out perspective (Ibidem).

Difference between Selling and Marketing:

SELLING	MARKETING
Selling refers to creating products and selling them to customers.	Marketing refers to finding wants of people/customer and fill them.
Selling revolves around the needs and interest of the seller.	Whereas Marketing revolves around the needs and interest of the consumer.
It emphasis more on product or Service.	It emphasis more on consumer needs and wants.
Selling is an only an integrated part of the marketing process.	While marketing is a wider term consisting of number of activities.
Selling is based on short term business planning.	Marketing is based on long term business planning.
It manufactures the product first.	It identifies the market first.
It is sales volume oriented.	It is customer satisfaction with profit oriented.
It views business as a goods producing and selling process.	It views business as a consumer satisfying process.
Here seller is considered as king pin of market.	Here consumer is considered as king pin of market.

(Jena, 2020)

Online Marketing

Online marketing represent a set of tools and methodologies used to promote products and services through the Internet. Online marketing includes a wider range of marketing elements than traditional business marketing, due to the additional marketing channels and mechanisms available on the internet (Techopedia, 2021).



Source: https://www.freepik.com/free-vector/digital-marketing-online-sales-online-shop-display-pc_5608713.htm

Online marketing is the practice of using web channels to spread a message about a company's brand, products or services to its potential customers

The methods and techniques used for online marketing include email, social networking, display advertising, search engine optimisation (SEO), Google AdWords, and more. The goal of marketing is to reach potential customers through the channels in which they spend their time reading, searching, shopping and socialising online (Optimizely, s.n.).

A key benefit of using online channels to market a business or product is the ability to measure the impact of any given channel, and how visitors through different

channels interact with a website or experience a landing page. Among the visitors who turn into paying customers, an additional analysis can be made to determine which channels are most effective in acquiring valuable customers (Ibidem).

Online marketing is different from traditional marketing in many ways. The main difference between these two types of marketing is that online marketing often strives to add value to its viewers, while traditional marketing usually only aims to increase sales. An example of online marketing could be a blog post created by a cleaning company that educates viewers and potential customers about the importance of non-toxic cleaning ingredients. On the other hand, the traditional marketing version of this example would be to simply insert an ad in a newspaper asking readers to buy the cleaning product (Copypress, s.n.).

E-Commerce

E-commerce (e-commerce) is the buying and selling of goods and services, or the transmission of funds or data, through an electronic network, mainly the Internet. These business transactions take place either as business-to-business (B2B), business-to-consumer (B2C), consumer-to-consumer (C2C) or consumer-to-business (C2B). The terms e-commerce and e-business are often used interchangeably. E-commerce is powered by the internet, where customers can access an online store to browse and place orders for products or services through their own devices (Chai, Holak, Cole, 2020).

Advantages of E-Commerce

- E-commerce offers global coverage to sellers. They remove the barrier of place (geography). Now sellers and buyers can meet in the virtual world without the obstacles of the location.

- E-commerce substantially reduces the cost of the transaction. Eliminates many fixed maintenance costs of brick and mortar stores. This allows companies to enjoy a much higher profit margin.
- Provides fast delivery of goods with very little effort from the customer. Customer complaints are also resolved quickly. It also saves time, energy and effort for both consumers and the company.

Disadvantages of E-Commerce

The start-up costs of the e-commerce portal are very high. Hardware and software setup, employee training costs and constant maintenance are all quite expensive.

Although it may seem safe, the e-commerce industry is at high risk of failure.

Sometimes e-commerce can seem impersonal. Therefore, it lacks the warmth of an interpersonal relationship, which is important for many brands and products. This lack of personal touch can be a disadvantage for many types of services and products, such as interior design or the jewellery business.

Security is another area of concern. Only recently have we witnessed many security breaches in which customer information has been stolen. Credit card theft, identity theft, etc. Major customer concerns remain (Toppr, s.n.).

Customer Experience

Definition

Customer experience became a very popular term in business, especially in the last decades.

Customer experience represents how a customer perceives a brand or a company based on their exposure to it.

Customer experience can be seen also as everything related to a business or to a brand that affects a customer's perception and feelings about it. Therefore, customer experience covers a lot of aspects that a company offers, such as the following:

- ✓ The quality of customer care;
- ✓ Advertising;
- ✓ Packaging;
- ✓ Product and service features;
- ✓ Ease of use;
- ✓ Reliability.

Customer experience can be also defined as a subjective and internal response that customers give to any direct or indirect contact with a brand or a company.

Customer experience represents the relationship between a business and its customers, which includes every interaction, no matter how short or long it is or whether it results or not in the purchase of a product or a service.

Other definitions about this concept, given by specialists in this field, are the following:

“Customer experience is the sum of all the interactions that a customer has with an organisation over the life of the relationship with that company or with that brand.”

(Annette Franz, founder and CEO of CX Journey)

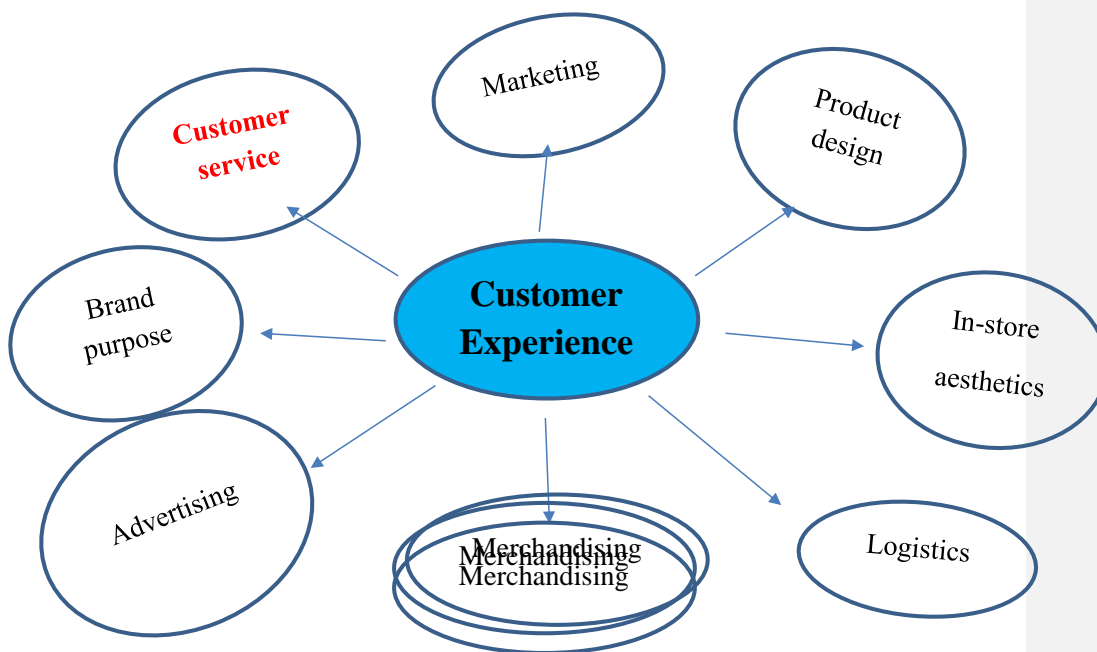
“Customer experience involves every way a customer interacts with a company, at all stages of the customer journey.”

(Dave Dyson, Senior Customer Service Evangelist, Zendesk)

Difference between customers experiences and customers service

The terms “customer experience” and “customer service” are often used interchangeably because they are sometimes confused, even if they are not the same thing, but they are related.

That’s why it is very important to know the difference between these two terms.



The diagram above shows us the difference between the two terms: customer experience and customer service.

As you can see above, customer service represents just a small part of customer experience, just one piece of the customer experience puzzle.

As well, from the same diagram we can see that customer experience is a wider concept that includes customer service, but also other concepts besides.

Customer service means the assistance, the quality of attention and care and also the advices that the customer receives when he needs from that company from which he bought the product or the service.

Customer service is provided by the agents, who are often the only human voice that costumers hear, through the following ways:

- Customer interactions with staff (face to face);
- Via service-based tools (such as website support pages);
- Customer service chatbots.

Customer service is often dealing with complaints that arise after the customer's purchasing of the product or the service when a malfunction occurs or something is wrong with it.

Customer service is one important component of customer experience, that's why a good customer service is vital for the company's overall customer experience.

Below, you can see what a specialist in this field thinks about customer service.

"Customer service is what happens when the experience breaks down. So if we get everything right, if we have executed the experience flawlessly, or if we've done a great job with designing and executing on the experience, then we don't need customer service. Because there's not an issue with the product. The billing is accurate, it's thorough."

(Annette Franz, founder and CEO of CX Journey)

So, customer service is very important when there are issues with the products and services purchased, but the quality of the products and services is much more important because when there are no issues, customers are happy and they return to the same company or brand to buy more products and services.

Regarding the difference between customer service and customer experience, it is important to know that customer service is one factor from the customer journey, while customer experience represents the sum of all interactions from the entire customer journey that the customer has with the company or the brand.

But both customer experience and customer service are two very important pieces for the success of a company or a brand.

How to manage the customers' experience

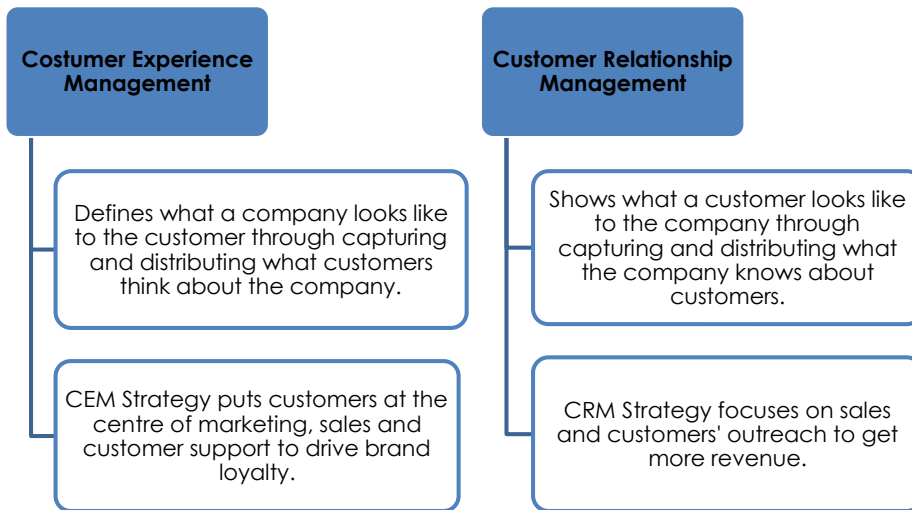
For a company or a brand to be successful, it must know how to manage the customers' experience.

There is not one single definition for the customer experience management, so below you will see some short definitions of this concept, in order to better understand it.

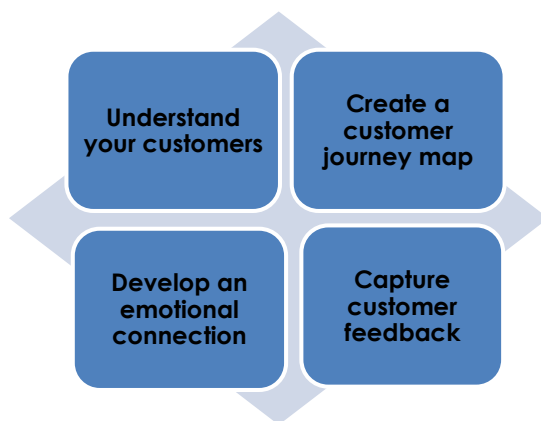
Customer experience management (CEM or CXM) represents:

- ❖ the company's strategy in order to control the customers' perceptions;
- ❖ a collection of processes that a company uses in order to organise and track every interaction between the customers and the company;
- ❖ a discipline that helps understanding customers and implementing strategic plans;
- ❖ a practice of creating and reacting to customer interactions in order to meet or exceed the customers' expectations, which have to lead to greater satisfaction and loyalty from the customers.

As "customer experience" looks similar with "customer service", customer experience management (CEM) may look similar with customer relationship management (CRM), but there are also some differences between the last two.



In order to manage customer experience, a company or a brand should have a 360-degree view of customers and also up-to-date and integrated data on customer accounts. Moreover, it is important to create a customer experience strategy which has to be successful through following the four critical steps below:



Understand your customers – first step in building a customer experience strategy is understanding the needs and behaviors of the customers. The company can develop customer profiles and implement customer segmentation based on age, interests and other important factors.

Create a customer journey map – this helps the company to identify customer touchpoints, but also anticipate the customers' interactions with the products and the services.

Develop an emotional connection – creating a brand personality which evokes emotions leads to a strong relationship between the customers and the company.

Capture customer feedback – customer feedback is important for the company because it helps tracking customer perceptions but also measuring the success of the customer experience strategy. Moreover, it is important to measure the satisfaction of the customers in real time.

In order to manage customer experience along the entire customer journey, a company has to apply the following techniques and strategies:

- ✓ generating content;
- ✓ evaluating customer sentiment;
- ✓ creating customer personas and marketing segments;
- ✓ investing in customer loyalty programmes;
- ✓ evaluating customer touchpoints;
- ✓ analysing customer data.

“Anything that the customer can interact with is part of the customer experience. You need to be managing that experience so that all of your teams are working together to provide a seamless, pleasant experience.”



(Dave Dyson, Senior Customer Service Evangelist, Zendesk)

Conclusions

As we stated at the beginning of the material, marketing and sales represent two business function within an organisation, that determine the lead generation and revenue generation. While marketing is characterised by the process of getting people's attention regarding a product or a service, sales represent the activities that need to be done in order to sell that product or service (Hart, 2019).

What you should remember as a difference between marketing and sales is the fact that marketing is responsible for the development of a strategy, while sales is responsible for the implementation of the strategy (Funk, s.n.).

Another important difference between marketing and sales is the following: marketing is interested in the needs and desires of the customer, while sales are interested in the needs of the seller; marketing views business as a consumer satisfying process, while sales views business as a goods producing and selling process (Jena, 2020).

We also talked about online marketing and e-commerce and we learned that online marketing represents the practice of promoting a product or a service via the internet, using channels like E-mail, Facebook, YouTube and so on. On the other hand, e-commerce represents the buying and selling process of goods and services, or the transmission of funds or data through an electronic network, especially the Internet.

This guide has been realised in order to develop new skills, knowledge and competencies for women in rural areas, but also to increase the entrepreneurial opportunities and the employment ones for them.

The chapter related to "customer experience" which contains the definitions of this concept, the differences between the two concepts, "customer service" and "customer experience" but also some ideas of how to manage the customers' experience, wanted to bring to the forefront important knowledge about this subject, especially for the target group. Therefore, this concept is a very important one, especially for those who want to open a business, because this information can help them to attract as many customers as possible but also to be able to maintain them for a long period of time in order to develop the business more and more.

Moreover, we hope that women from rural areas are really helped by this chapter, but also by this guide and we hope that the employment rate among them and also the number of women entrepreneurs will increase in the near future.

Quiz/Assessment

1. Marketing and sales are two different functions of an organisation.
A) True
B) False
2. Who is the main target in marketing?
A) Customer needs
B) Seller needs
3. What does sales do?
A) All activities that arouse interest in your product or business.
B) All activities that lead to the purchase of what a company offers.
4. What is the name of the practice that uses web channels to spread a message about a company's brand, products or services to its potential customers?
A) Online marketing
B) E-Commerce
5. What is a disadvantage of the e-commerce?
A) The location of the store is hard to find
B) It lacks the warmth of an interpersonal relationship
C) The seller has many store maintenance costs
6. Customer experience represents how a customer perceives a brand or a company based on their exposure to it.
A) True
B) False

7. Customer experience and customer services are two different things, but they are related to each other.

A) True

B) False

8. Customer experience management represent:

A) The strategy that focuses on sales and customers' outreach to get more revenue.

B) What a company looks like to the customer through capturing and distributing what customers think about the company.

C) The strategy that puts customers at the centre of marketing, sales and customer support to drive brand loyalty.

9. What is a first step in building a customer experience strategy

A) Develop an emotional connection

B) Create a customer journey map

C) Understand your customers

10. What are some techniques and strategies in order to manage customer experience along the entire customer journey

A) Creating customer personas and marketing segments

B) Generating content

C) Putting the seller needs above



References

Casarella, D. (2021). What Is the Difference Between Sales and Marketing And Why You Need to Know. [Online] Available at: <https://www.uschamber.com/co/grow/sales/sales-vs-marketing> [Accessed at: 25.01.2022].

Chai, W., Holak, B., Cole, B. (2020). E-commerce. [Online] Available at: <https://www.techtarget.com/searchcio/definition/e-commerce> [Accessed at: 25.01.2022].

Copypress (s.n.). Guide to Online Marketing: Types of Online Marketing and Examples. [Online] Available at: <https://www.copypress.com/kb/marketing->

[channels/guide-to-online-marketing-types-of-online-marketing-and-examples/](#)
[Accessed: 25.01.2022].

Customer Experience: strategies, importance, and examples -
<https://www.zendesk.com/blog/why-companies-should-invest-in-the-customer-experience/>

Customer Service vs. Customer Experience: Explained -
<https://www.helpscout.com/blog/customer-service-vs-customer-experience/>

Funk, J. (s.n.). The Relationship Between Sales and Marketing. [Online] Available at: <https://agribusiness.purdue.edu/the-relationship-between-sales-and-marketing/> [Accessed at 25.01.2022].

Gartner Glossary - <https://www.gartner.com/en/information-technology/glossary/customer-experience-management-cem>
Hart, M. (2019). What's the Difference Between Sales and Marketing? A Simple & Easy Primer. [Online] Available at: <https://blog.hubspot.com/sales/sales-and-marketing> [Accessed at: 25.01.2022]

Jena, S. (2020). Difference between Selling and Marketing. [Online] Available at: <https://www.geeksforgeeks.org/difference-between-selling-and-marketing/> [Accessed at: 25.01.2022].

Meyer, C., Schwager, A. (2007) Understanding Customer Experience, Harvard Business Review, 85(2), 116-126.

Optimizely (s.n.). Online Marketing. [Online] Available at: <https://www.optimizely.com/optimization-glossary/online-marketing/> [Accessed at: 25.01.2022].

Surbhi, S. (2019). Difference Between Sales and Marketing. [Online] Available at: <https://keydifferences.com/difference-between-sales-and-marketing.html> [Accessed at: 25.01.2022].

Technopedia (2021). Online Marketing. [Online] Available at: <https://www.techopedia.com/definition/26363/online-marketing> [Accessed at: 25.01.2022].

Toppr (s.n.). Electronic Commerce. [Online] Available at: <https://www.toppr.com/guides/business-environment/emerging-trends-in-business/electronic-commerce/> [Accessed at: 25.01.2022].



What is customer experience management (CEM or CXM)? -

<https://searchcustomerexperience.techtarget.com/definition/customer-experience-management-CEM-or-CXM>

What is CX? Your ultimate guide to customer experience -

<https://www.qualtrics.com/uk/experience-management/customer/customer-experience/?rid=ip&prevsite=en&newsite=uk&geo=RO&geomatch=uk>