

Distinction between Selling and Marketing

S.NO	SELLING	MARKETING
1	Emphasis is on the product.	Emphasis is on the customer wants
2	Company first makes the product and then figures out how to sell it.	Company first determines customer wants and then figures out to make it
3	Management is sales volume oriented	Management is profit oriented
4	Profit through Sales Volume	Profits through Customer Satisfaction
5	Planning is short-run-oriented, regarding today products and markets	Planning is long-run oriented regarding new products, tomorrow's markets, and future growth.
6	Let the buyer be aware	Let the seller be aware
7	Product first then customer	Customer first then the product