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Branding and Business Development Experts

## So, How Do You Bridge the Gap Between Sales and Marketing?

**Simple. Just Separate Them.**

Ironically, when a company suffers from a sales and marketing disconnect, it's usually because its sales and marketing are too close together. So close, they're really one in the same, with the head of sales running both departments.

Typically, in a case like this, the company is going to operate with a sales-driven mentality that's all about adding new or expanding current accounts.

So what's wrong with that? Well, it's fundamentally a hamster-in-the-wheel business philosophy focused on meeting short-term objectives and quenching brush fires. In other words—it's about reacting to individual customer needs.

The more successful company anticipates and proactively responds to the overall market. It has a distinct marketing department—with its own manager—looking out beyond tomorrow's sales quota toward unfolding or potentially new market segments and demands.

Through research and testing—right down to the individual customer level—a marketing department can identify the aggregate market's growing needs, better enabling its company to truly differentiate its products from the competition.

Then, with such a long-term focus, this company can create the necessary step-by-step strategic marketing plan that provides sales with a road map by which it can focus its energies on achieving clearly defined sales goals.

It's a practice made perfect only when marketing—while closely allied with sales—operates on its own, with a marketing perspective.

To put together your own comprehensive and carefully conceived marketing plan, [contact](#) the branding and business development experts at *idc*.



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