

Knowledge Sharing Session

# Sales & Marketing - 101

## Introduction



2011-15



2015-17



भारतीय प्रौद्योगिकी संस्थान दिल्ली  
Indian Institute of Technology Delhi  
Department of Management Studies  
IIT Delhi

2017-19



HEALTH • HYGIENE • HOME

2019-21

# What We Will Cover

- **Sales & Marketing - 101**
  - **Marketing**
  - **Sales & Marketing**
  - **Maslow's Hierarchy of Needs**
  - **Product Life Cycle**
  - **B2B/B2C/D2C/C2C/C2B**
  - **Channels**
  - **Distribution**
  - **Relating Examples from Personal Experiences**
- **Sales & Marketing - 102**
  - **4Ps of Marketing**
  - **BCG Matrix**
  - **STP**
  - **Market Research – Primary/Secondary**
  - **Types of Marketing**
  - **Sales Hierarchy & Processes**
- **Sales & Marketing – 103**
  - **2-in-depth Examples**

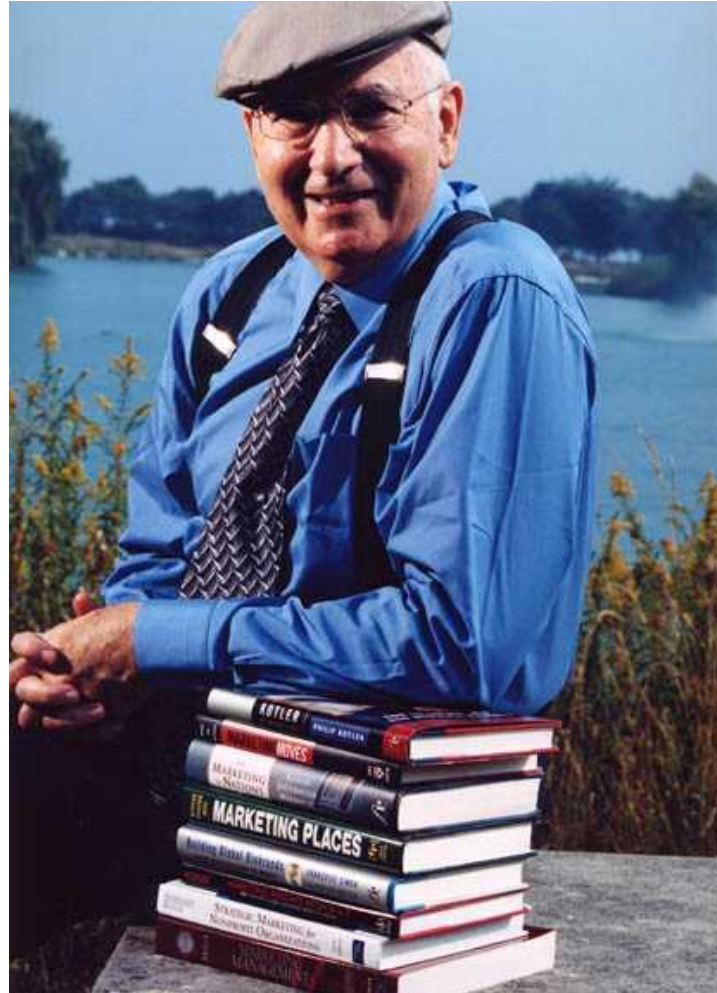
# Marketing



# Marketing

- Philip Kotler defined marketing as “Satisfying needs and wants through an exchange process”
- and a decade later defined it as “a social and managerial process by which individuals and groups obtain what they want and need through creating, offering and exchanging products of value with others
- Simpler Version 1: “Process of identifying and satisfying the said and unsaid needs of customers”
- Simpler Version 2: “Artillery to influence the minds of a customer”

# Marketing



# Sales & Marketing

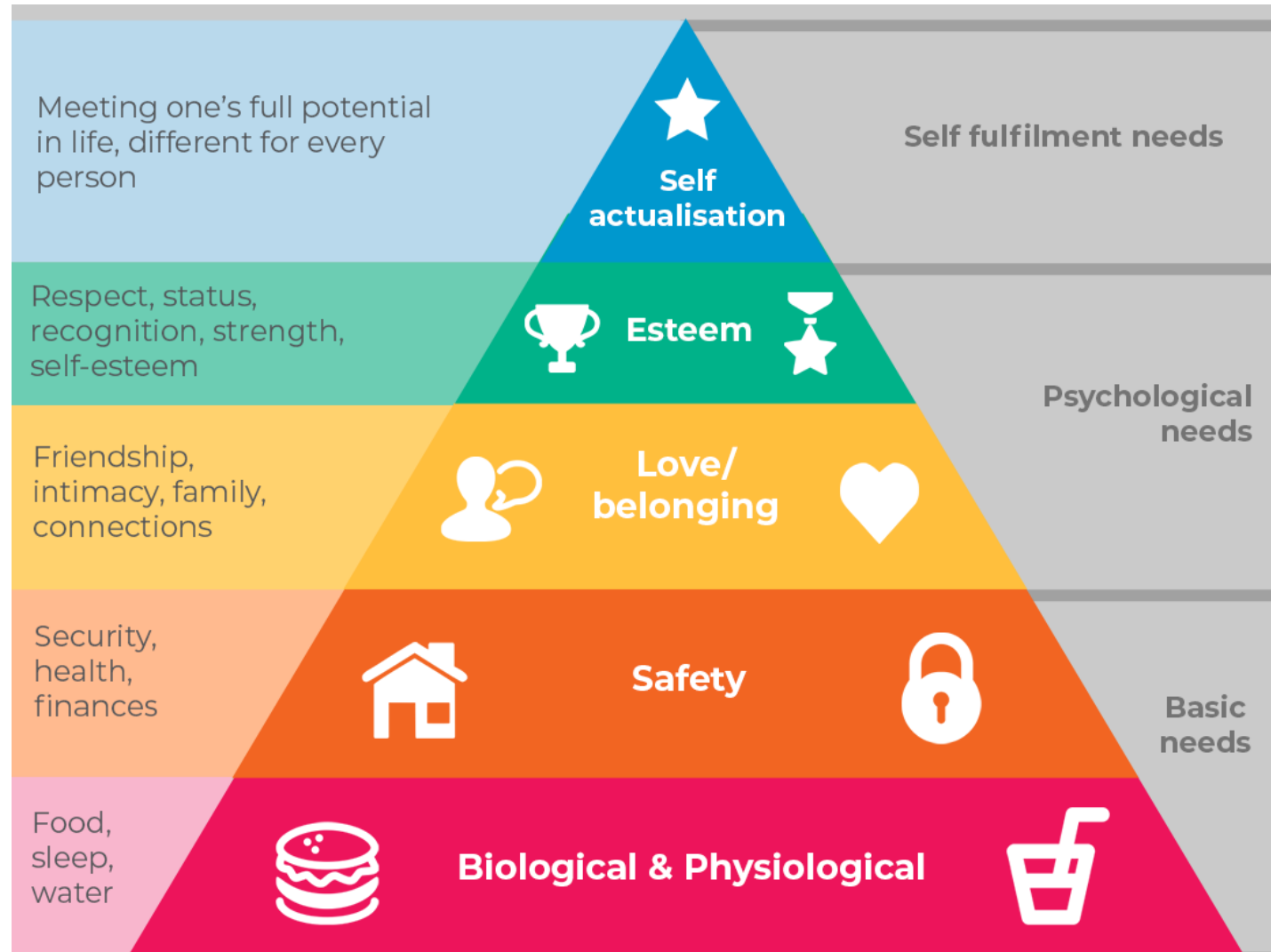


# Sales & Marketing

SALES	MARKETING
<p>I have a product which need to move. My AIM is to persuade someone to buy it</p>	<p>I have a range of products. My aim is to ensure that it meets my customers needs.</p>
<p>Price can often be the biggest stumbling block. Wherever I go buyers tell me that my prices are higher than my competitors</p>	<p>My aim is to capture value. To understand what people want and what they will pay for. I want to ensure that they don't leave money on the ta</p>
<p>Promotions which focus on the product and promise a discount are in my option are most effective.</p>	<p>Promotions should resonate with the target audience, which includes anyone who has an influence on the buying decision.</p>
<p>Most of the time I like to speak to the buyer-the person who places the order. I am normally dealing one-to-one.</p>	<p>My audience can be broad including specifiers,buyers, influences and ranging from the user on the shop floor through to the people in the C-suite.</p>

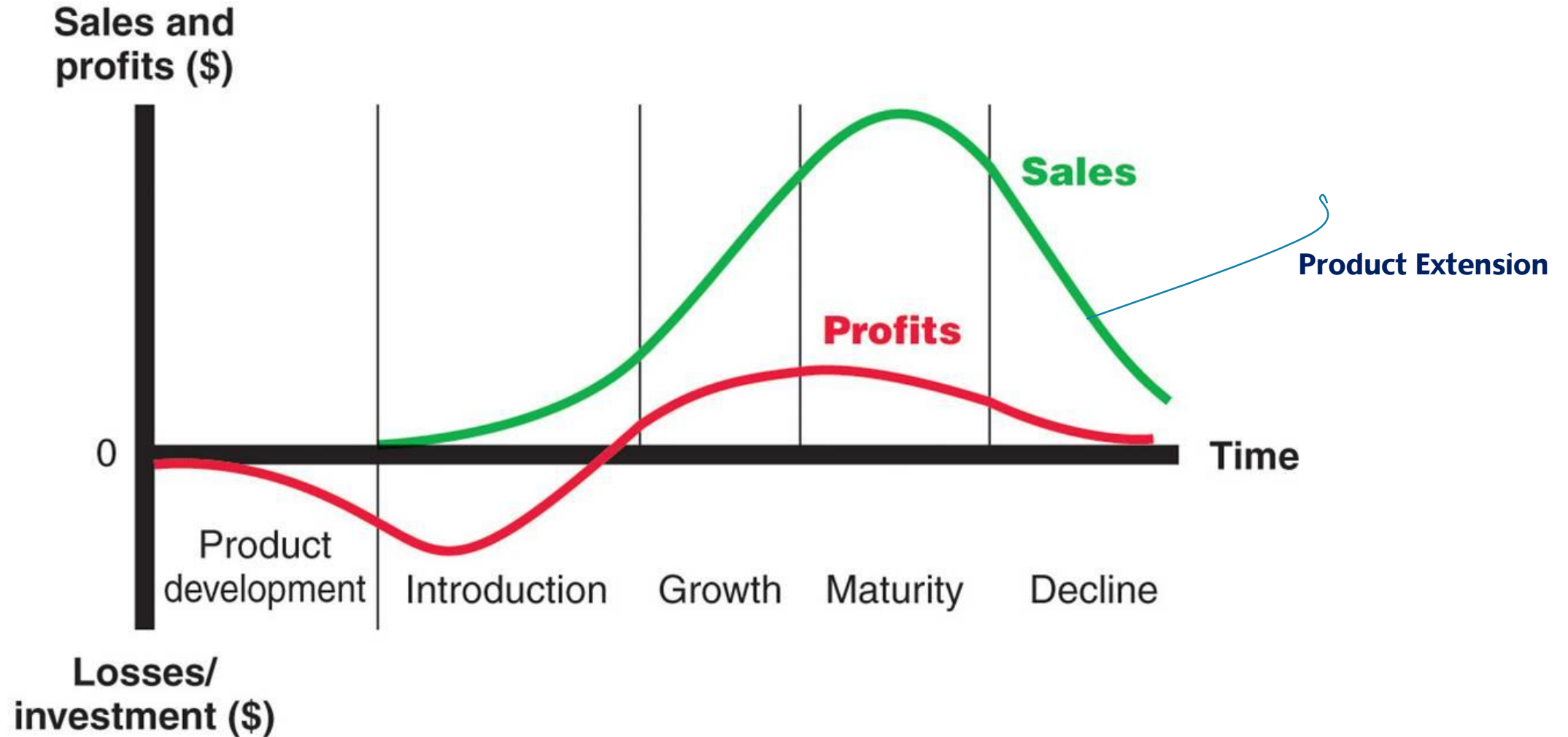


# Maslow's Hierarchy of Needs





# Product Life Cycle



# Product Life Cycle



2011



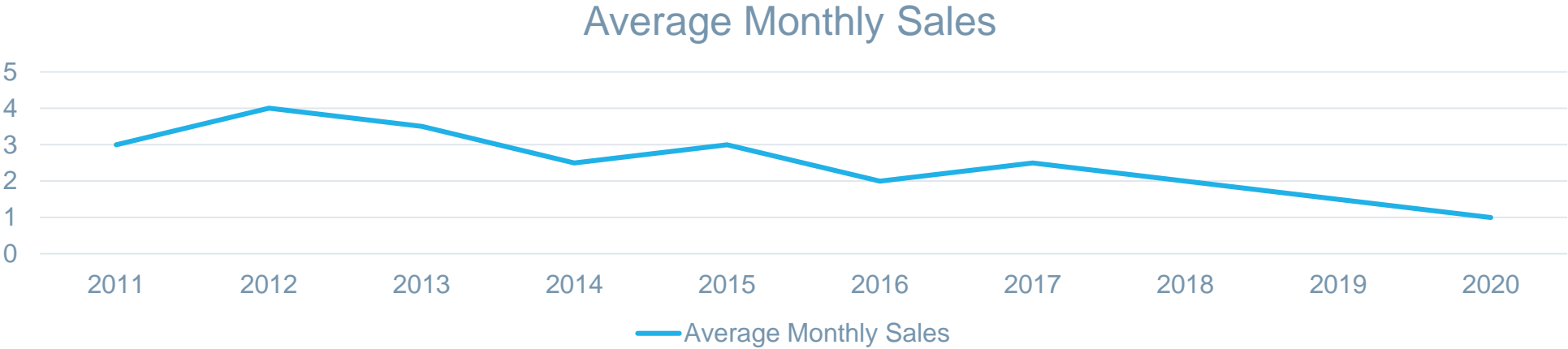
2015



2017



2021



# B2B/B2C/D2C/C2C/C2B

B2B

accenture



B2C



airtel

D2C

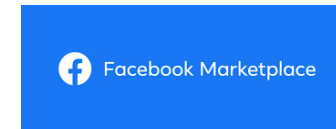
WOW<sup>TM</sup>  
SKIN SCIENCE



mamaearth<sup>TM</sup>

C2C

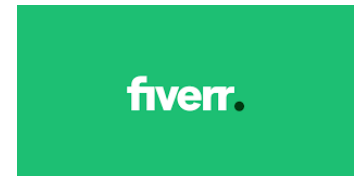
ebay



Quikr  
Aasaan hai badalna

C2B

upwork



# Channels

Traditional Trade



B2C



eCommerce



CnC



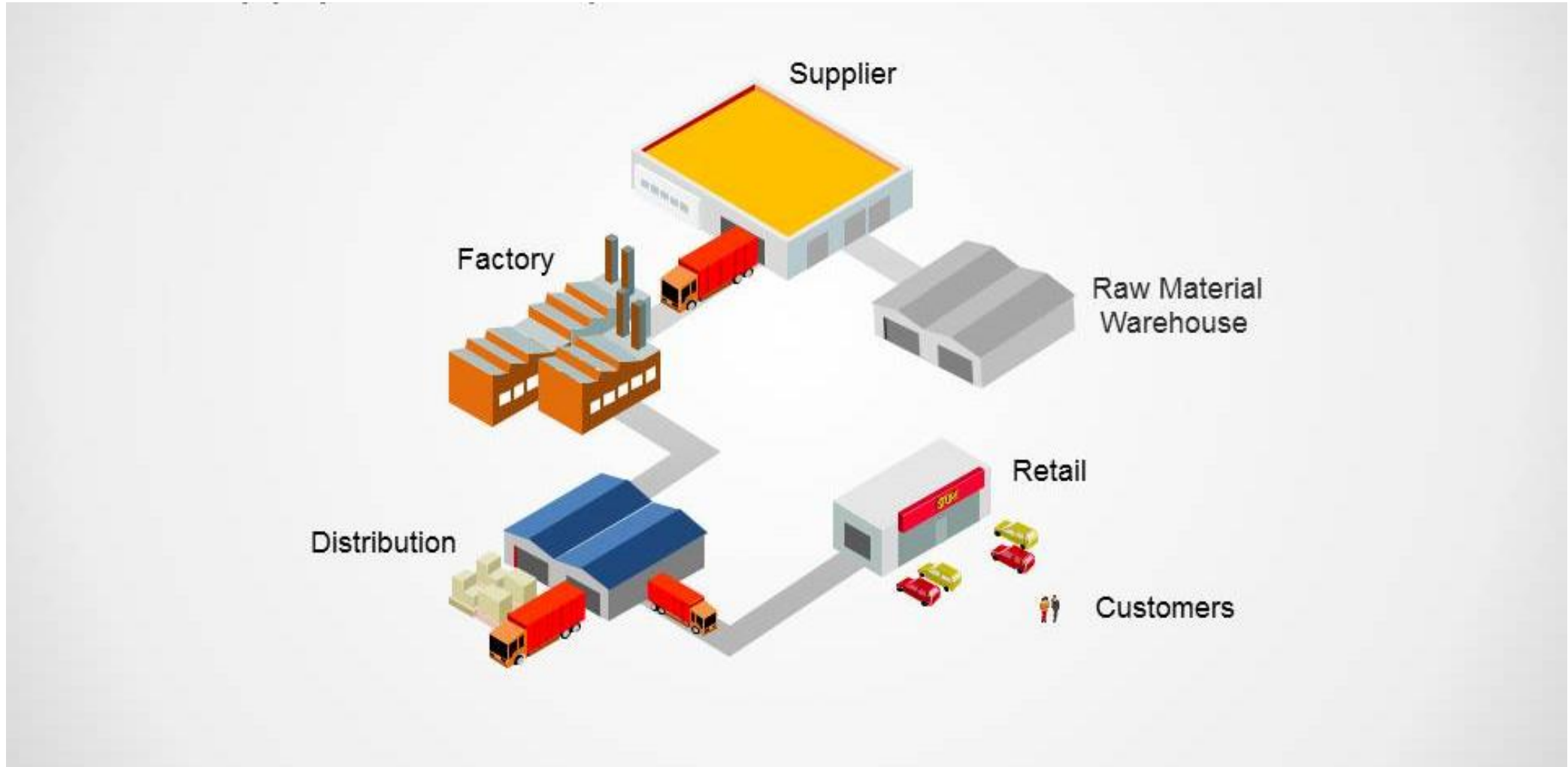
B2B



Institutional

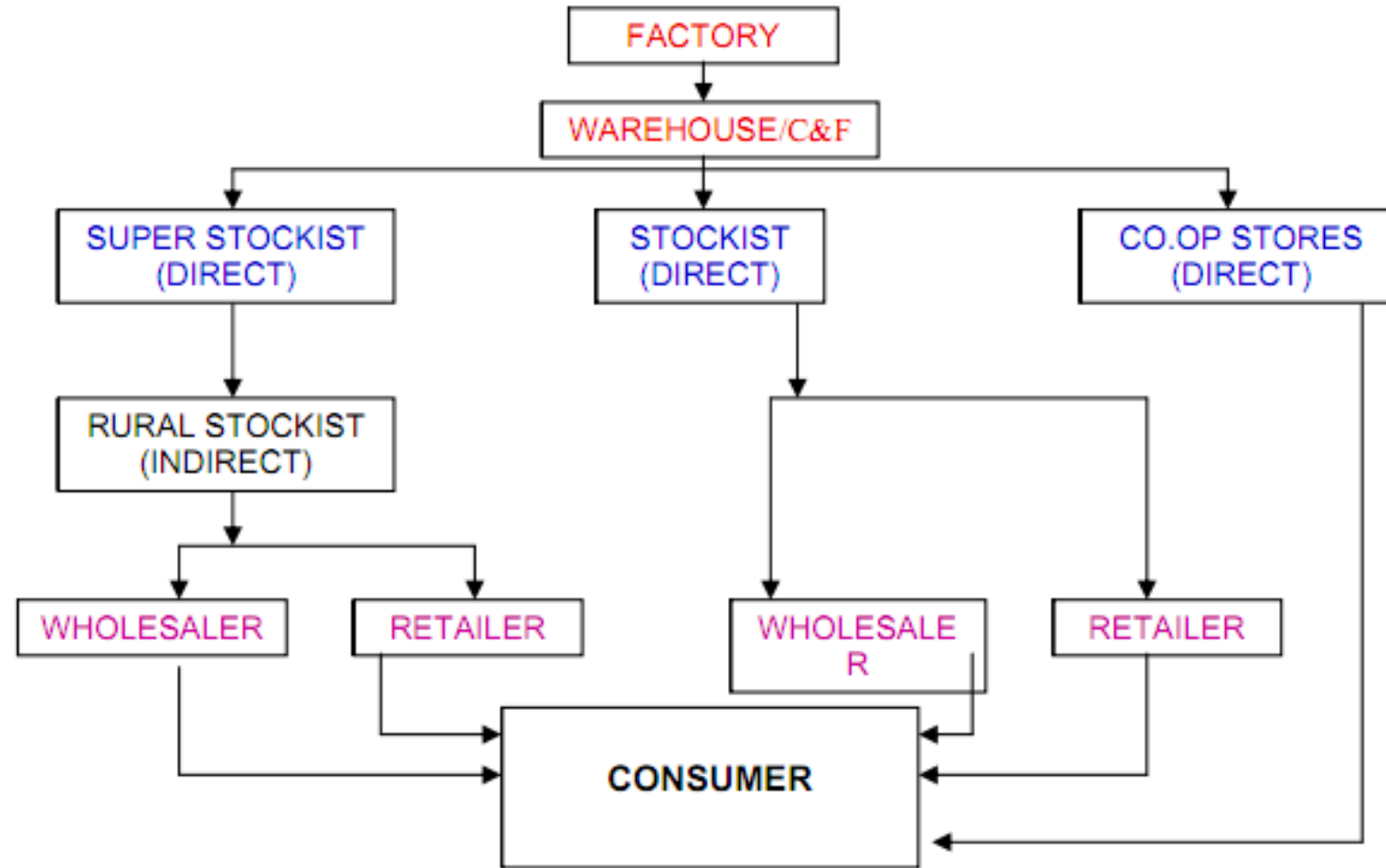


# Distribution

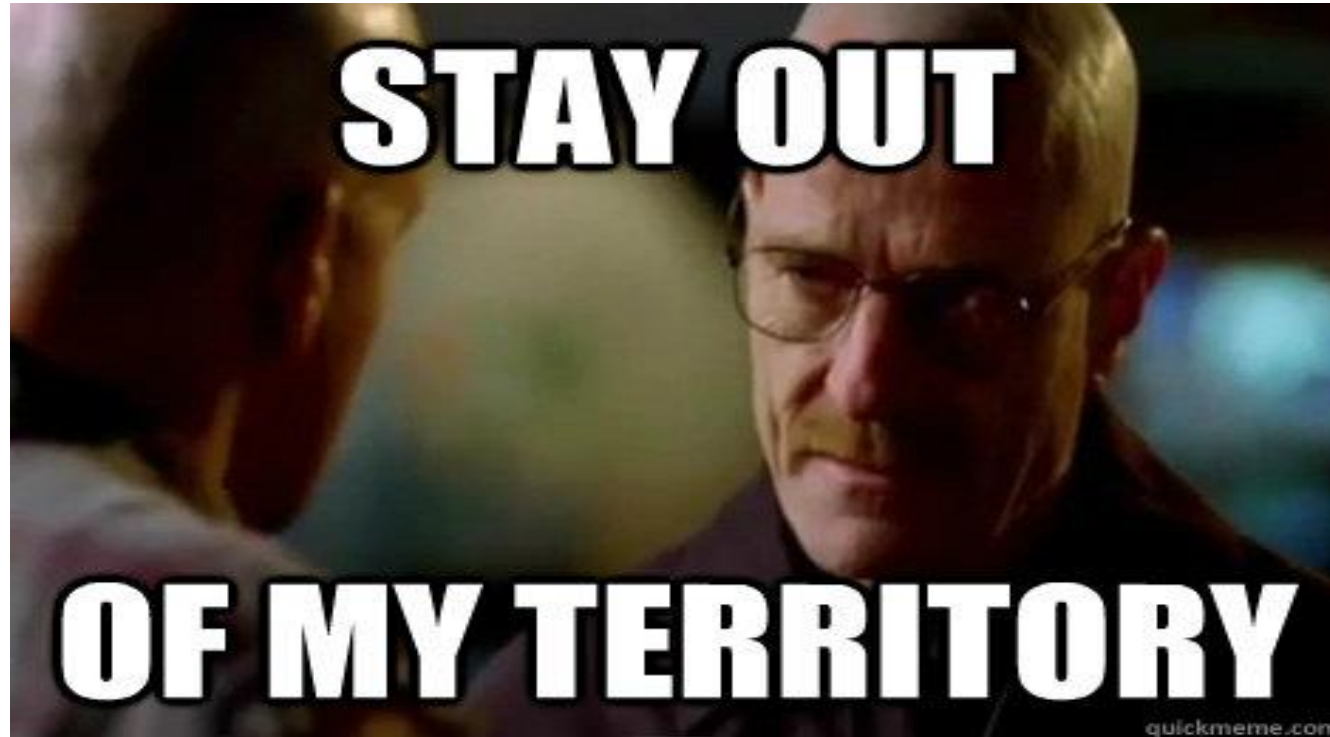




# Distribution (FMCG)

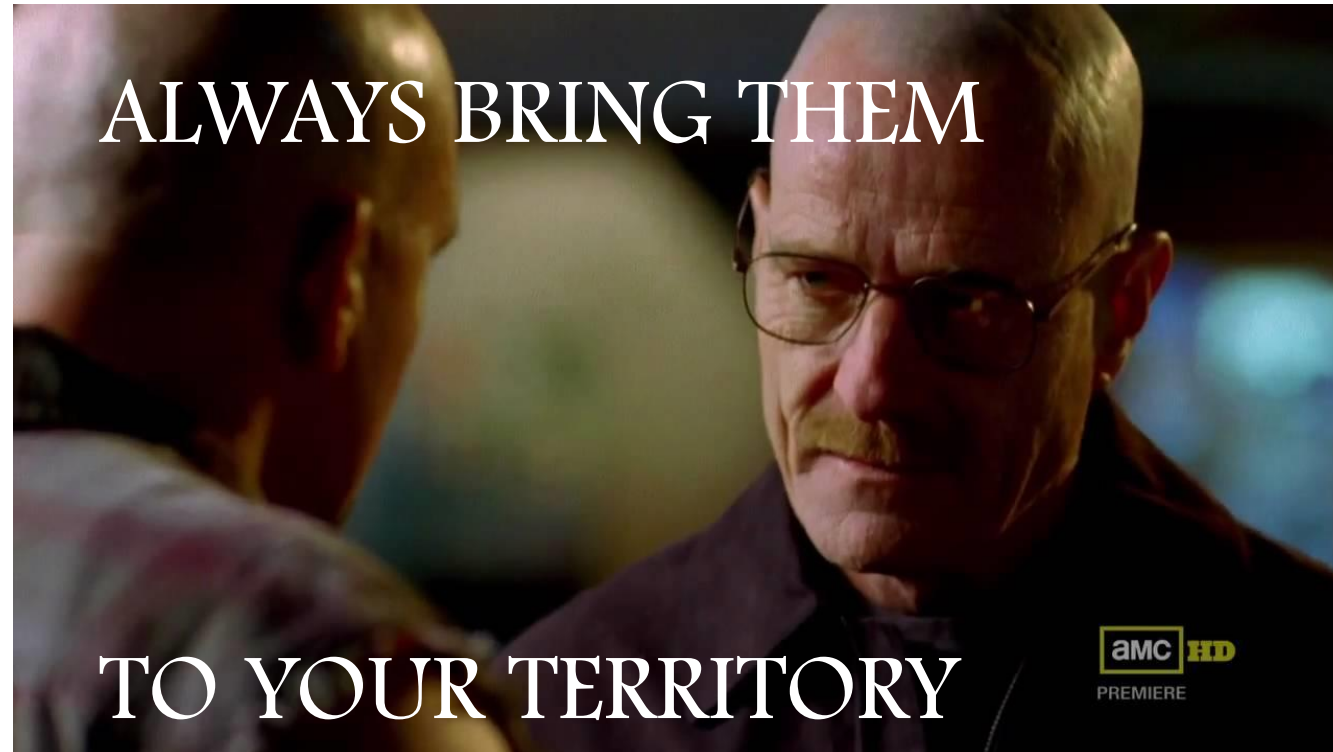


# Relating Personal Examples





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