



# SALES & MARKETING

*JEAN-PIERRE HESSMANN*

OCTOBER 2013



SALES & MARKETING

**NEW** VISION  
**NEW** APPROACH  
**SMART**KETING

WHY INSISTING IN SALES & MARKETING ?

... WELL,

BECAUSE THIS CREATES, BEGINS AND

CARES YOUR BUSINESS !!



WHY INSISTING IN SALES & MARKETING ?

... WELL,

BECAUSE THIS GIVES LIFE, ANIMATES AND  
GIVES VALUE TO YOUR PRODUCT / SERVICE !!



**WHY INSISTING IN SALES & MARKETING ?**



**ONLY MONEY, WILL CHANGE NOTHING !**

**ONLY PRODUCT, WILL CHANGE NOTHING !**

**SALES & MARKETING CAN MAKE MONEY FROM PRODUCT**

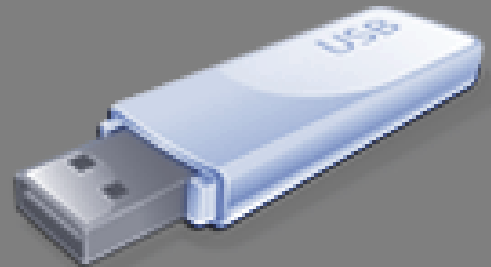
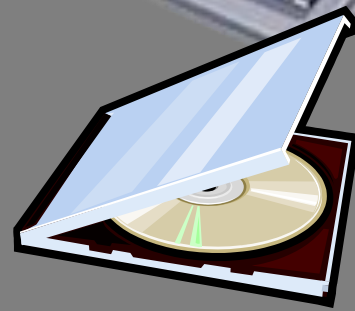
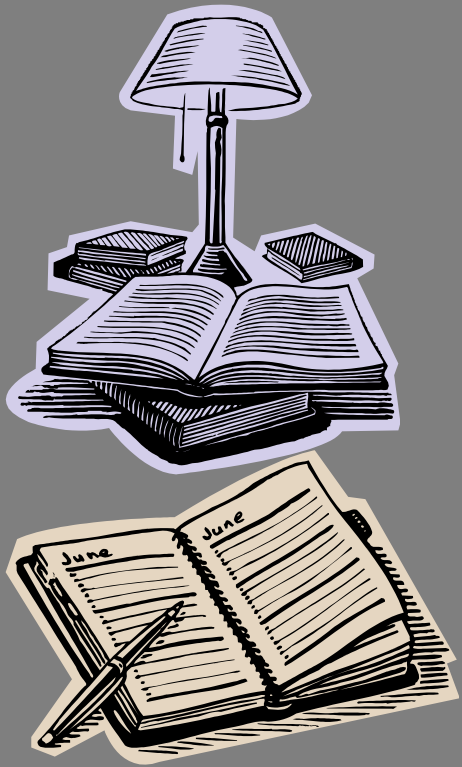
# NEW AGE



ebay



# NEW AGE



# **NEW AGE** **NEW VISION**

*New things, new users, evolution, adaptation, habits, approach ...*

**NEW**

**MARKET**

*New products, services, size, design, behaviors, understandings, doubts, inconveniences, agreements, efficiency, complexity ...*

**NEW**

**STRATEGY**

*New worries, wishes, expectations, needs ...*



**WHY INSISTING IN SALES & MARKETING ?**



**ONLY MONEY, WILL CHANGE NOTHING !**

**ONLY PRODUCT, WILL CHANGE NOTHING !**

**SALES & MARKETING CAN FOLLOW, COMPARE, ANALYSE,  
UNDERSTAND AND MAKE MONEY FROM MARKET**

# NEW AGE



ebay



... ADAPT, STYLE, SIZE, BEHAVIOR ...

THEREFORE

# NEW SALES



# NEW AGE



ebay



... ADAPT, STYLE, SIZE, BEHAVIOR ...

THEREFORE

**NEW SALES  
UNDERSTANDING**



RECOGNITION

RELATIONSHIPS



RESPECT

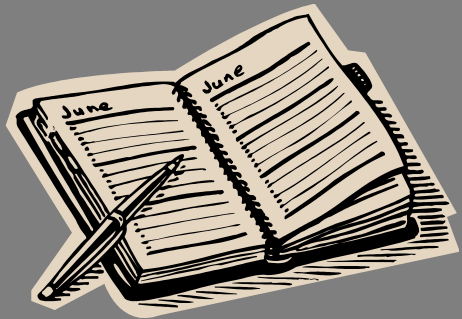
TRUST



# NEW VISION

... PRODUCT, SERVICE, USERS, COMPLEXITY ...

THEREFORE **NEW MARKETING**

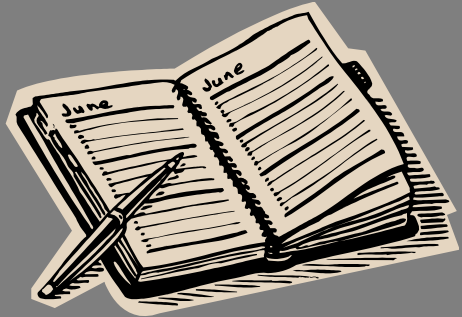


# NEW VISION

... PRODUCT, SERVICE, USERS, COMPLEXITY ...

THEREFORE

**NEW MARKETING  
UNDERSTANDING**



**NEW AGE**  **NEW VISION**

**NEW SALES**

**PRODUCT KNOWLEDGE / CONTRACT SIGNED**



**GUEST UNDERSTANDING / SUCCESSFUL CONTRACT**

**NEW MARKETING**

**MARKET KNOWLEDGE / ANSWER**



**MARKET UNDERSTANDING / GENERATE**

# SALES & MARKETING



# REV. MANAGEMENT



## **YIELD MANAGEMENT :**

**How to sell at the right price, at the right time, to the right customer ?**

## **REVENUE MANAGEMENT :**

**How to sell at the right price, at the right time, with the right service, to the right customer ?**

**FROM PERFORM TO OPTIMIZE**



# BUSINESS MANAGEMENT



SALES



BUSINESS

MARKETING



PROMOTE

REV. MANAG.



PROFITS

**SALES & MARKETING & REV. MANAGEMENT**



**SUCCESS**



**SMARTKETING**



# SMART MARKETING

Even the best seller may sell the right product at the wrong price or the good price for the wrong service  
→ Marketing should solve the problem

Even the best marketer may understand the market but do not satisfy the business figures  
→ Revenue Management should solve the problem

Even the best rev.manager may reach the goals but do not satisfy the client  
→ Sales should solve the problem



# SMARTKETING

**SALES** has evolved ...

**Marketing** it's the evolution of **Sales**  
**Revenue Management** it's a  
specialization of **SALES**

**Let's all work together !**

# SMART MARKETING

SALES

MARKET

Product  
Service  
Client

BUSINESS

MARKETING

SEGMENT

Product  
Service  
Client

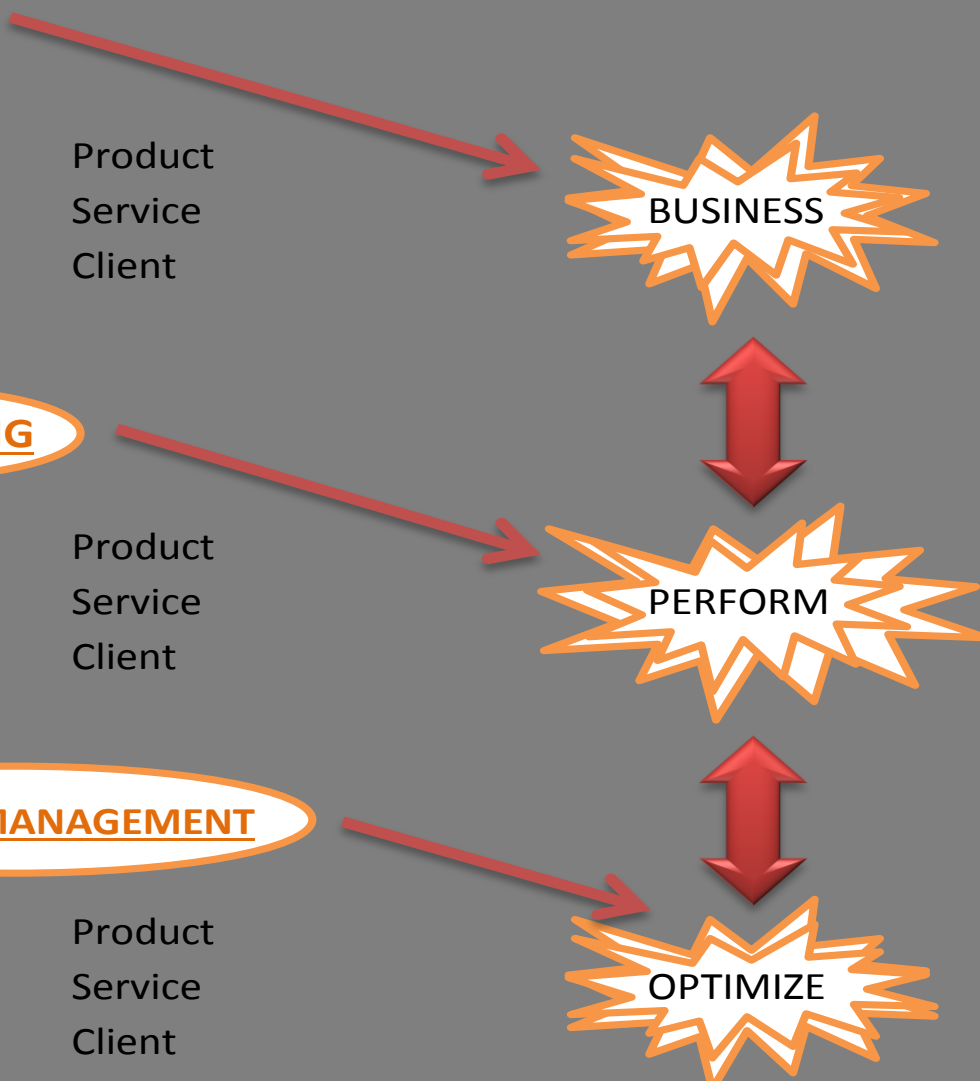
PERFORM

REVENUE MANAGEMENT

MONEY

Product  
Service  
Client

OPTIMIZE





# SMARTKETING

Sales and Marketing are two completely different activities

...

Marketing and Revenue Management are two completely different activities ...

- If we know them perfectly
- If we combine them wisely
- If we control them subtly

then we will be smart enough for the perfect balance,  
we will be **SMARTKETING** .

HVALA PUNO