## Module 01 Success in Sales Unit 03 Selling-Economy and Company Marketing and Sales

## Marketing

- Use the four P's to determine brand message
- Use a promotional mix to communicate the message
- Motivates customers to take action
- Builds relationship between brand and customer
- · Interacts with sales
- Focuses on customers needs

## Sales

- Identifies and engages with customers
- Interacts one on one with customers
- Converts customers into purchasers
- Builds personal relationship between brand and customer
- Is the brand in the customers eyes
- · Interacts with marketing
- Focuses on customers needs

When organizations are not customer-centric, the departments may appear to have separate or conflicting goals.

## Module 01 Success in Sales Unit 04 Power of Your Personal Brand Web site Resources

Resource	Description
Career One Stop http://www.careeronestop.org/SKILLS/SkillCenterHome.asp	Information, job profiles, skills assessment, and more information available at no charge.
Job Hunter's Bible http://www.jobhuntersbible.com/counseling/index.php	Links to job assessment tests, personality tests, and more.
Queendom, the land of tests http://www.queendom.com/tests/testscontrol.htm?s=71	Free tests for leadership, aptitudes, personality traits, and more.
Riley Guide  http://rileyguide.com/assess.html#tools  http://rileyguide.com/careers.html	A robust Web site with free information and links to help with your career search.
Career-Intelligence.com  http://www.career- intelligence.com/assessment/career_assessment.asp	Self-administered career assessment tests, personality tests, and more; charges apply.
Lifeworktransitions.com http://www.lifeworktransitions.com/exercises/exercs.html	Articles and exercises to help you determine your strengths, passions, and direction available at no charge.
United States Department of Labour Career Voyages http://www.careervoyages.gov/automotive-main.cfm	Free information about industries, jobs, and more, including in- demand jobs.
United States Department of Labour Occupational Outlook Handbook http://www.bls.gov/oco	Free detailed information about occupations by industry, training and education needed and earnings.

Here are some resources that you may find to be a good place to begin a search. Most of the web sites listed provide surveys, exercises and information.