



Sales & Marketing

The main objective for any company is to market and sell its products or services profitably. Whether it is medium or large sized, the main activities of companies which offer numerous products and services usually include market research, marketing strategy, sales, advertising, promotion, pricing, product development and public relations.

The Chartered Institute of Marketing, the leading professional body for creating and supporting marketers, defines marketing as the management process responsible for identifying, anticipating and satisfying customer requirements profitably.

Within any organisation, sales and marketing usually operate in a symbiotic manner. Sales need marketing to generate brand awareness, create ads and direct marketing campaigns, and build a profile with potential customers. Marketing depends on sales to utilise their work for direct results and to let them know the customers' preferences.

POSITIONS

A career in sales and marketing can include a number of positions including marketing executive, sales representative, business development executive and market research executive. Marketing executives assist in developing the company's marketing strategy in detail by researching consumer spending habits, monitoring sales and formulating a strategy to accurately reach the desired type of consumer. In addition, they also help identify potential markets for future development.

Marketing executives also help implement all aspects of an organisation's marketing plan. They collaborate with the sales team to monitor trends that indicate the need for new products and services and oversee product development.





Sales representatives sell to both wholesale and retail businesses. They are expected to meet sales and growth targets, achieved through strategies that include maximising the product range, shelf positioning in retail outlets, streamlining order processes, and ensuring timely response to orders taken. Sales professionals are also responsible for coordinating the relevant aspects of advertising programs.

EDUCATION & REQUIREMENTS

Sales and marketing positions recruit from a wide range of disciplines. For marketing professionals, a degree in business or commerce, with a major in marketing or a marketing degree is normally required.

Both sales and marketing careers require hard work and dedication. In both roles, they are directly responsible for the level of success an organisation has and this is reflected in their performance measures. Both roles require strong interpersonal and negotiation skills, and a very good understanding of human behaviour.

SALARY & BENEFITS

The starting salary of a sales representative is around \$8000-\$12,000 while a marketing executive earns about \$10,000.

FURTHER TRAINING

A Chartered Marketer has a competitive career advantage and better business credibility. The Chartered Institute of Marketing offers courses such as Professional Certificate in Marketing, Professional Diploma in Marketing and Professional Postgraduate Diploma in Marketing.

FURTHER INFORMATION

A useful source of information is the Chartered Institute of Marketing. The institute can be contacted at:

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