

## **THE POSITION OF MARKETING IN SALES IS A KEY FACTOR IN THE SUCCESS OF AN ENTERPRISE**

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The position of marketing in sales is a key factor in the success of an enterprise. This paper analyzes the role of marketing in sales, discusses the influence of marketing strategy on sales performance, and puts forward suggestions on how to use marketing to improve sales.

Marketing and sales are two links that complement each other. Marketing is to achieve the sales target of the enterprise by analyzing the market demand, formulating and implementing the corresponding marketing strategy. Sales is the conversion of marketing results into actual products or services to meet consumer needs.

The literature review shows that the place of marketing in sales is widely recognized. Many scholars have proved the impact of marketing strategy on sales performance through empirical research. In the current market, many enterprises have begun to pay attention to the role of marketing, through the development of scientific marketing strategies to improve sales performance.

In actual operation, enterprises should be combined with their own conditions to develop marketing strategies that meet the market demand. At the same time, enterprises should also pay attention to the coordination of marketing and sales in order to achieve the sales target of enterprises.

To ensure the flow of information and the sharing of resources, it is necessary to establish a coordination mechanism between marketing and sales,

**Summary and Evaluation:** the role of marketing in sales cannot be ignored. Enterprises should improve sales performance through scientific marketing strategies. At the same time, enterprises should also pay attention to the coordination of marketing and sales in order to achieve the sales target of enterprises. The position of marketing in sales is increasingly important, enterprises should give full play to the role of marketing in improving sales performance.

### **References:**

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