

## THE PLACE OF MARKETING IN SALES

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This work is aimed at studying the role of marketing in the sales process in the modern business environment, namely the changes in the relationship between marketing strategies, tools and tactics in sales.

A comprehensive review of the literature on scientific works and empirical studies on marketing, sales and their integration was conducted. The literature indicates a shift to a customer-centric approach, where marketing focuses on maintaining potential customers and generating sales conversions [1,2].

Modern marketing techniques such as digital marketing strategies and data analytics, which play a key role in sales success, are also explored. These strategies include social media marketing, content marketing, search engine optimization, and customer relationship management tools. By maintaining strong customer relationships through strategic marketing initiatives, companies can increase customer loyalty, increase customer loyalty, and increase sales revenue.

But there are challenges and limitations that organizations may face in the marketing and sales process. Issues such as misalignment between teams, ineffective communication, and lack of training and resources can affect the effectiveness of marketing and sales efforts. By identifying these barriers, organizations can develop strategies to overcome them and improve overall sales performance.

In conclusion, we note that marketing has a decisive role in stimulating sales growth and success. By examining the evolution of the relationship between marketing and sales, the study highlights the need for strategic integration and alignment between these functions. The study demonstrates the importance of modern marketing methods, digital strategies and relationship marketing to attract qualified leads, maintain customer relationships and maximize sales revenue. By addressing potential challenges and constraints, organizations can optimize the integration of marketing and sales, leading to improved sales performance and overall business success in today's competitive market environment.

### References:

1. Brooks, Ruth. "What Is Global Marketing and Why Is It Important?" University of York, Ruth Brooks, /wp-content/uploads/2018/08/yorklogo.svg, 14 Apr. 2023, online.york.ac.uk/what-is-global-marketing-and-why-is-it-important/#:~:text=Global%20marketing%20is%20the%20focus,important%20area%20of%20marketing%20management.
2. «The Globalization of Markets» Harvard Business Review, 1 Aug. 2014, hbr.org/1983/05/the-globalization-of-markets.