


The Chart of difference between Selling and Marketing

Points of differences	Selling	Marketing
Meaning 	It refers to the transaction between two or more parties in which the buyer receives the offering (product) and the seller gets something of value (money) in return.	Marketing is concerned with the activities of a business related to buying and selling products or services with customer satisfaction.
Nature of work	In selling, the seller just focus on selling the product.	Marketing mainly focus on customer needs and wants.
Function	In this, the company firstly make the product and then think about how to sell that product.	In this, the marketer or a company firstly look at the customer taste and preferences then make the product accordingly.
Focus	In selling, company focus to produce more and more products.	In Marketing, the brand recognition and brand image is mainly focused.
Interest	Selling maintains the consumers interest.	On the other hand, marketing emphasized on creating the interest of the customer.
Strategy	In selling the Push strategy is used.	The Pull Strategy is used in marketing.