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### GOOD MARKETING AS A GUARANTEE OF SALES PROFIT

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**Summary.** The article deals with the problem of sales. The term «marketing in sales» is analyzed, some axioms of «marketing» are given. The importance of having marketing in sales in Russia is emphasized.

**Keywords:** marketing; sales; motivation; business.

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The trend that sales bring money has appeared lately. Thus, everyone tries to make money in sales now. Nobody analyzes how much sellers actually give profit if they give it at all, but they surely make money, and therefore, the use is visible. Many people can appreciate sales use, but use of marketing in sales, at first sight, can't be seen, so not everyone pays attention to marketing. There is the society's understanding that marketers cannot make a profit, they can only ask business owners to lend money, though in reality it is not so. Marketing application in sales gives the opportunity to earn much more than without it, sales without marketing are not effective, they bring about 30% of possible profit. But if marketing is included parallel, this percentage has a total of 60% of the profits, and only if the marketing is imposed on the sales, a company can extract 100% of the profits, i. e. the return on these two elements are mutually circulating much higher and it brings a lot more profit. This is exactly the case when  $2 + 2 = 5$ . The most effective way of applying marketing in trade organizations is to create a sales marketing of the organization, i. e. the marketing comes not only from the adjustment to the external environment of the company, but also it is one of the most important elements of techniques adjustment and company's sales [1].

Effective marketing job can be obtained by direct interaction of a marketer and a seller, and also following the rules

of marketing. When a marketer realized the ideas in a seller in the way that these ideas correspond to the product, the sales volume of the effective work increases, correspondingly, profit increases. A seller increases sales in various ways according to the instructions of marketing, which increases his work efficiency. Thus, it is possible to achieve the situation when a customer can't leave without buying. A seller endowed with marketing ideas increases sales in that territory, it can be a shop, pavilion, shopping mall and so on, but outside that territory a seller is helpless. In this situation a marketer comes to help. A marketer has an idea of the product which he sells, by his actions he gives a notion of why marketing is necessary.

Business in modern conditions is the union of a seller and a marketer according to the rules of marketing, which brings the greatest profit, and it is an effective engine of trade. A seller can create direct sales conditions, a marketer, in his turn, creates a motivation for a customer. Motivation is necessary for everyone, because nothing happens in life without reasons, a buyer will never go to a particular store if he is not interested in it. Motivation gives a boost, as the engine starts with a small spark. The emergence of the interest is the work of a marketer, the development and transformation of the interest into a purchase is the work of a seller, in this way – it is a complex interaction mechanism [2].

However, it happens that motivation does not give any effect and people do not visit the places of sale, such situation is also common. It happens quite often when a person is not interested in the purchase of goods which are necessary for a marketer and a seller. A marketer and a customer simply do not communicate with each other. The main task of a marketer is to be able to convey his idea to the necessary and sufficient number of people. His task is to increase the number of people who will visit the store. The main task of the seller is to interest the customers on the territory of sale. If a marketer and a seller do not work cohesively, the effect will be unsatisfactory, that is why a marketer must be experienced and competent in his business, and a seller should be trained and clever enough speaking about the marketing strategy and tactics.

Both a marketer and a seller must possess a certain set of qualities which enable to manage sales by introducing necessary for the organization interests to a customer. To work in a team plays a great role here, with the help of a marketer a seller increases direct sales, thus increasing the profit of the firm [3].

So we can see that such teamwork of a marketer and a seller creates a certain mechanism: a marketer creates customers and a seller uses them. The more clients a marketer creates, the more a seller can use them. The main task of the marketer is precisely to create customers. Realizing this it is easier to assess the necessity of marketing business in modern conditions. The work of a seller is no longer considered as a basic and universal, here is the question of a teamwork of a seller and a marketer. A marketer and a seller, united by one idea, together can put business to a new level [4].

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