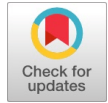


Investigating the Effect of Marketing Management on Increasing Internal Sales and Global Sales. Case Study (Abrah Tazeen Company)



Ruhollah Nasiri

Abstract: The purpose of this study was to investigate the effect of marketing management on the increase of domestic and international sales. The statistical population consisted of all managers and experts of marketing department of decorative waterway company. Their number was equal to 87 people who were selected as sample size. To collect from the researcher-made questionnaire was used which its validity was confirmed by the experts' opinions and its reliability was calculated by Cronbach's alpha method of 0.74. For data analysis, Pearson test and multiple regressions were used. The results showed that the internal marketing dimensions (Employee motivation and satisfaction, customer orientation and development and expansion) and domestic sales and between foreign marketing (culture, political and economic conditions) and foreign sales there is a significant relationship. Also, according to multiple regression analysis, motivation and employee satisfaction in domestic sales and culture in external sales had the highest share in predicting sales growth.

Keywords: Marketing, Market Management, Domestic and Foreign Sales.

I. INTRODUCTION

Marketing is defined as a social managerial process through which individuals and groups act by supplying and exchanging goods with each other to meet their needs and desires. Marketing activities are limited to performing tasks that are solely between production and consumption. Marketing activities include packaging of goods, naming and trademark distribution of distribution channels (such as direct sales to final consumers, wholesalers, brokers, and retailers), transportation, warehousing, sales practices, advertisements Commerce, pricing and consumer credit. Sales are only a small part of a huge marketing mix, if the marketer succeeds in identifying customer needs, producing good products, pricing, distributing and promoting promotions, then the product will be easily sold. Peter Drucker (1998) argues that the goal of marketing is the sales growth of the organization.

The goal is to identify and understand the customer in such a way that the product or service offered is exactly appropriate and to sell itself. Marketing management is not an attempt to find enough customers for the company's current products; this definition is a commonplace view of marketing management. Each company has a desirable demand for its products. Sometimes the company is faced with a lack of demand, unusual demand, or even excessive demand (Mantion & et al, 2013). This is the responsibility of marketing management to find solutions to these situations. The task of marketing management is not only to search for demand and increase it, but even reduce it from its duties. Simply put, marketing management is the management of demand. Therefore, it can be argued that marketing management is the analysis of opportunities, planning, implementation and control of programs with the aim of creating and maintaining optimal exchanges in target markets in order to achieve the goals of the organization. On the other hand, domestic and foreign sales approaches in marketing Requires accurate knowledge of the target markets, which will help to grow sales, which is recognized as domestic and foreign marketing. The basic idea of internal marketing was based on the principle that the provision of effective services requires the presence of well-motivated and informed employees. While service organizations play a key role in attracting customers and maintaining relationships with them, internal marketing can be considered by the organization's efforts to manage its human resources in order to provide better customer service. In the heart of the domestic marketing of this concept It is a fact that employees form the main internal market of each organization. Thus, it can be said that the organization, by satisfying the needs of domestic customers, is able to meet the needs of foreign customers (Lee,2017). Foreign marketing is done by a company outside of the geographical boundaries and is conceptually internal to domestic marketing. In fact, marketing is the same at home and internationally, but it cannot be said that the marketing director at home and abroad is doing the same thing. Implementing marketing research or preparing incentive programs from one country to another is very different. In fact, one of the challenges that an international marketing manager faces is designing an optimal marketing plan for each of the world's markets. Marketing managers need to research and market appropriate marketing strategies for each market.

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* Correspondence Author (s)

Ruhollah Nasiri*, Azad University of Qazvin, Iran. Email: r.nasiri2013@yahoo.com

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For more than four decades, marketing theorists have strongly advocated that having a market-oriented strategy has a competitive advantage in achieving goals such as satisfying customers and attracting loyalty. Organizations focusing on market orientation strongly focus on the external market, respond well to current needs and anticipate future customer needs. In real terms, this means that organizations must first focus on attracting them, and more importantly, by keeping their customers focused on their customers. Focusing on external customers should be in balance with the focus of domestic customers. In this regard, the purpose of this paper is to investigate the relationship between marketing management dimensions and internal and external sales growth.

II. THEORETICAL FRAMEWORK

A. Marketing

Marketing means knowing the market system, identifying the needs and demands of the market, and ultimately answering these needs through desirable exchanges. Marketing is defined as a "managerial-social" process by which individuals and groups act by supplying and exchanging goods with each other to meet their needs and desires. Marketing identifies unthinkable tendencies and needs in society. Also, defining and estimating the size of a defined market also measures its profitability. In other words, marketing identifies parts of the market as the most appropriate market segment for the company, and it also identifies the ability and the ability to deliver the services to them, as well as design and introduce the most appropriate products and services for that sector. The general objectives of marketing are: "improving market position", "increasing customer satisfaction", "enhancing corporate image", "enhancing company record", and identifying desires and unmet needs (Daugherty, 2018). Also, defining and estimating the size of a defined market also measures its profitability. In other words, marketing identifies market segments as the most appropriate market segment for the company, and also identifies the ability and ability to deliver services to them, and also designs and introduces the most appropriate products and services for that sector.

B. Marketing Management

Marketing management is a conscious effort to obtain positive outcomes in exchange for target markets. Marketing management is applicable to any market and is applicable. But classically, marketing management refers to the tasks of those employees who deal with the sale of final products and services, such as the sales manager, the advertising manager and the vendors. According to Philip Cutler, marketing management is the process of planning and implementing the idea of distributing ideas, goods and services with the goal of conducting transactions that meet individual and organizational goals. Contrary to the conventional inference that generates the concept of marketing as creating demand for a product, marketing refers to a range of activities that consist of marketing research, planning, implementation, and demand control. Marketing director, in the framework of the marketing plan, organizes and directs the activities necessary to achieve organizational goals about target markets, new product

production, pricing, distribution channels, communications, branding and advertising (Aker, 2009). As you can see from the definition, marketing is a more important role in planning for the presence of targeted products / services markets. But it should be noted that scheduling is not just a writing of a few paragraphs of the tasks and not specifying their time, but a strong executive team is very important in this regard. Of course, it can also be noted that the presence of teams is also important when it comes to measuring the distance between an organization and a particular unit through periodic and managerial reporting. Clearly, from the above, it is clear that the marketing unit has more than sales and customer engagement, and these are two small parts of the major work of the marketing unit. The marketing management activities are implemented in a logical and systematic process; this process involves four main stages as follows: (Chang, 2015).

1. Analyze market opportunities
2. Select target markets
3. Prepare the mix of marketing elements
4. Market management

With regard to marketing management, it can be said that it is divided into two parts of internal and external marketing, which is a strategy for companies that are looking for internal and external sales to increase their sales, each of which contains its own activities and principles. We will continue to review each one.

C. Internal marketing

Internal marketing is one of the marketing topics that Berry raised about 20 years ago as a way to solve problems and problems with organization employees and provide quality services to them. Despite the expansion of the concept in marketing literature, practically little use has been made of it. The next topic of internal marketing was that the marketing sector requires a wider and wider research. Thus, internal marketing is the attraction, development, motivation, and continuity of staff through the job as a product And satisfying their requirements. In other words, internal marketing is a philosophy of relationship and a common agreement between customers and employees (internal customers) of the organization (Rosen & et al., 2013). In other words, internal marketing is regarded as an academic, scientific, and commercial understanding of the level of satisfaction of customers and employees. This branch of marketing science is largely influenced by quality management and service marketing, which emphasizes the importance and necessity of generating quality throughout the process. The presentation of services emphasizes this area of marketing science to discuss the relationship between the customers and domestic suppliers of the organization in creating value for foreign customers, which can be a value chain and a tool for developing the quality of products and services and inter-organizational interactions And outside the organization appear in the organization (Martin, 201 0).



Therefore, the goal of internal marketing is to ensure satisfaction between the organization's employees and the development of the quality of products and services in order to achieve the satisfaction of the external customers of the organization, which is going through a process from domestic customers to the foreign clients of the organization. In the field Internal marketing is a set of principles that are often referred to as the main internal marketing standards, rather than a principle. In using internal marketing concepts, there are several implications for developing and evaluating the concept of internal marketing. In a division, these concepts are grouped into three categories (Montianga, 2011):

A) Motivation and Employee Satisfaction: In the first step of internal marketing, the focus is on employee motivation.

This internal marketing step consists of two parts: (Barreto, 2014) :

Attention to employees as domestic customers; .Focus on employee satisfaction.

B) Customer-Orientation: At this stage, internal marketing engagement of employees with services and responding to them is of interest to foreign customers. The primary goal of internal marketing is to create a positive interaction between employees and customers. Providing more effective services requires effective coordination between immediate employees with customers on the one hand and the next-generation employees on the other.

C) Development and extension of internal marketing: at this stage, the use of internal marketing strategies and change management in the organization is considered. Generally, at this stage, the internal marketer is a tool for implementing strategies and managing customers in order to achieve organizational goals. Due to extensive changes in various business areas, organizations need to increase the quality of their products and services. Is. Therefore, organizations need to develop an organizational capability to deliver high quality products and services. (Bruno, 2016) Employees play a key role as internal customers. Therefore, attracting the development, motivation and qualitative improvement of abilities of value creation, continuous improvement of the provision of services to them and raising the level of quality of work as a product and their participation in the implementation of the processes with the help of management, the organization to provide a high level of product and service quality Leading to an increase in the level of satisfaction among the external customers of the organization. In order to achieve organizational goals through the internal marketing mechanism of organizations, it is necessary to raise the quality level of employees by increasing the level of occupational enrichment, training, rewards, job security and enhancing employee communication and management capabilities

D. External Marketing

Foreign marketing, at its simplest level, is the process in which a business company should decide on its marketing mix beyond its borders. Its most complex level involves creating a production unit and coordinating the company's marketing strategy around the world. In another definition, international marketing is the pursuit of business activities

for the delivery of goods and services of a company to its customers or consumers in more than one country in order to profit. The marketing stages and principles are standard and public, and they are applicable to all markets and countries. The only difference is the distinction between domestic marketing and international marketing in their field of activity. The same important difference will arise in the new international marketing forum, including the issues addressed, awareness of the issues of the other country (s), the adoption of appropriate strategies for entry into different countries and markets, and the implementation of specific measures in markets that are partially foreign to foreigners. International marketing or foreign marketing is the marketing of goods and services from one country to another. Internal and external marketing have differences such as environmental, political, economic, and cultural differences (Agschtein, 2008). Differences in climate, natural environment, culture, resources and technology create different production and service requirements. Since it is not feasible for an enterprise to meet all the needs of consumers, marketing management should analyze the opportunities available through the division of the market in order to provide the goods and services needed by the consumers in terms of their resources. The purpose of market sharing is to divide a vast market into smaller ones, each with more uniformity in terms of supply and demand. Consumers have common and similar characteristics. The criteria by which market division is based include geographic, demographic, demographic, psychological, behavioral, marketing, and economic factors. After reviewing the market and dividing it into similar sectors, marketing management must decide which of these sectors will be chosen as the target market. Of course, he can choose more than one segment based on the combination and ability of the marketing staff, the competitive ability and policy of the businessmen of his organization (Sadeghi & et al., 2016).

Today, no country lives in complete separation from other countries. The economic resources, technology, and living standards of a country depend on relative economies in other countries, which are interconnected by the complicated flow of goods, services, capital and technology. Countries, through international exchanges, raise their production levels and earn more. They import goods that they are not able to produce, and send out surplus production goods to other countries through exports. Although a country may have different production factors and can produce a variety of goods, it will not be able to produce them at the same price. The primary reason for international trade is the apparent difference in the price of goods and services in the countries. Differences in prices either because of differences in terms of supply or production facilities, or differences in demand conditions or patterns of consumption, or a combination of them. Differences in supply conditions may be due to differences in natural resources, efficiency, work skills, production technology levels, abundance of production factors, and so on.

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However, the difference in cost or supply conditions alone is not the price difference factor, but the difference in demand conditions, which is mainly due to the level of incomes and patterns of consumption in different countries, has an effect on price differentials as much as the supply difference. Each country starting an international exchange can use its own factors in the production of products that are more productive and exchange them with products from other countries. International exchanges provide the basis for international expertise. Economic institutions, with access to foreign markets through exports, have grown more and more, supplying their products with better quality to domestic and foreign markets and earn more (Rahimi, 2015). To continue investments in industry, the need for economic growth, motivation, business excellence and reputation in the business, emphasis on improving efficiency and profitability, saturated domestic markets, politics, mass production and the need for revenue, including factors that need and importance of marketing international More revealing. Given the rapid changes that have taken place in the international economy, planning to operate in overseas markets is far more complex and complex than before. Several factors are involved in this area, including the intensity of competition, rapid political and economic developments, the increase of barriers and trade restrictions in different countries, a greater tendency towards supportive policies, and rapid advances in technology and scope commercials. In general, competition in the international trading environment has intensified in recent years, especially in the market for industrial products and durable consumer goods, and has pushed the entry of new suppliers, including developing countries, into these markets with serious problems (Tabari, 2013). Certainly, in order to start marketing and doing business in foreign markets, a thorough analysis of all aspects and dimensions must first be done. Specific data should be used to conduct the study. With the help of these data, special models of special products and special markets can be made. Direct investment requires more detailed information and more accurate analysis. This is a two-step analysis, which in the first stage is the study of marketing opportunities, which is also called the stage of determining foreign marketing opportunities, in which the selected opportunities are analyzed. In the second phase, which is referred to as the stage of marketing planning, it collects records and categorizes, analyzes and analyzes information. Then, countries that have a successful marketing perspective are selected, and the input strategies and the company's allocable resources for the target market are analyzed. Setting up the entry strategy and marketing plan is done after determining and choosing a potential market. Then, efforts to set up a specific marketing program focus on the same market. This program should reflect the needs of consumers and market conditions. The successful marketing strategy is based on the correct information. Initially, collecting correct work information is very difficult, but access to information is possible by referring to information centers that are abundant today. Collecting and analyzing information in the cultural, political, legal and economic fields helps the international marketing management to better understand the market and make decisions, plans and controls more in line with reality.

Businesses in marketing Foreigners should pay attention to various factors that are the manufacturer of external marketing dimensions, in order to sell their products. These factors are as follows: (Yoon, 2012).

A) Culture

Among the existing factors, the cultural factor has a profound effect on consumer behavior. Here, the culture is the total of acquired behavioral traits that members of the community show and share. The cultural characteristics of the society and consumer behavior are the level of life and patterns of consumption of the community, the needs, customs, beliefs, social and cultural values of advertising programs and the views of consumers about them, the behavior of various groups of society and the behavior of consumers about foreign goods.

B) Political Environment

In the current era, due to the interference of governments and the imposition of restrictions and prohibitions, laws and regulations in the field of export and import marketing affairs are of great importance, the study of the political and legal environment is of particular importance. Governments not only regulate business activities, but also create the necessary incentives for commerce. They sometimes engage in an economic activity, but usually in business policy, business decisions are confronted with limitations. In terms of risk, many political events have brought about a profound change in the business environment. In general, the definition of risk can be "the probability of the impact of a political misdemeanor on company profits."

C) Economic Conditions

The study of monetary, financial, and foreign exchange market policies and policies should target marketing managers. In general, marketing management should gather and analyze the information needed about the economic situation of the foreign market. The above information includes the following topics: (Urchin, 2013):

Economic system, government policy in commercial affairs, export and import regulations, tariffs, national economic development programs in the field of growth and development, monetary and banking system, inflation rate, taxes, state economic and social philosophies, methods of distribution of goods and transportation system, The extent of other foreign companies, the business strategy of the company and rival institutions, the variety and quality of domestic products in the market, the level of income of the country and its distribution, the goods and services used by the people of that country. The degree to which the foreign market is at what stage from economic development, it helps to manage the market Rejection of the demand and have a better understanding of its marketing system (Kim, 2017). These economic stages are: livelihoods (agriculture), we are pre-industrial, manufacturing and primary industries, the production of consumer and semi-durable goods, the production of capital goods and durable goods, and the export of manufactured goods. When a firm firmly decides to enter the foreign market, it has to seriously and effectively commit itself to providing a continuous supply of goods and services.



Otherwise, customers will search for other resources. The advertising strategy includes advertisements, various ways to promote sales, personal sales, advertising, and contact with companies and target customers.

2-3-Sale

Sales are one of the underlying factors of marketing, in other words, the sale of the ultimate marketing activity in a transaction, but at the same time, it starts a long-term relationship with customers (Sadeghi & et al. 2016). In the formation of this long-term relationship, as it leads to a permanent link with customers, engineering of all operations (whether successful or unsuccessful) is essential. Selling is the process of helping the customer whether the product and services are worth more than the amount you ask for. In this process, the vendor tries to explain the benefits and quality of the goods. Often, the word marketing and sales are the same, but the fact is, they are different. According to Cutler, marketing is not sales, but sales are a small part of a massive marketing mix, although sales are part of marketing. Sale looks from the inside out. This concept starts from the factory, takes into account the company's products and products, and, in turn, makes profitable sales that require significant advertising. The seller is divided into two types of internal and external sales, which are as follows. Be:

1-2-Domestic sales

The first goal is to sell its products within the country and its territory, which is referred to as domestic sales. The domestic sales are seeking to identify and analyze domestic markets that target domestic marketing (Kelly & et al., 2010). It can therefore be argued that domestic marketing can be effective in sales growth of products, since it is empirically logical that the internal reimbursement process is effective on domestic sales, therefore, with regard to the internal marketing dimensions, the following assumptions are formulated. Turn around:

H 1: Employee motivation and satisfaction are effective on domestic sales growth.

H 2: Customers is effective on domestic sales growth.

H 3: Development and expansion are effective on domestic sales growth.

2-2-3-Foreign sell

Companies tend to sell their products on global markets, which are referred to as external sales. An external sales target is external marketing, which can be used to effectively market foreign marketing activities. Therefore, given the External marketing concepts are based on the following assumptions:

H 4: Attention to culture is effective on external sales growth.

H 5: The country's political conditions are aimed at increasing external sales.

H 6: The country's economic conditions are aimed at increasing external sales.

2.4. Research Background

Sadeghi & et al. (2016) showed that there is a significant relationship between marketing mix of services and sales volume and this relationship is direct. Rahimi (2015) believes that the mix of marketing and all four of its constituents-that is, it affects the sales strategy of products. Also, the priority of the effect of variables is product, promotion, distribution and price, respectively. Dahashti (2013) believes that sales and marketing strategies are

positively and significantly related to sales performance, and the transformational leadership, the intensity of competition and technological developments, the effects Moderator has this relationship. Also, the effect of uncertainty of demand on the relationship between sales strategy and sales performance is not confirmed. According to Tabari (2013), from the perspective of retailers, the elements of marketing mix are effective on the sales volume of the company and the priority of the impact of each of the factors Different, in other words, the use of marketing mix elements on sales The products of the company are effective. It was also found that from the viewpoint of customers, the sales promotion element of more than four other elements of the marketing mix is effective on the sales volume of the company. Ming (2017) showed that by increasing the distinction strategy in exports, market share will increase and export performance will increase McCole (2016) found that a better understanding of both domestic and foreign marketing may increase the company's knowledge in fundamental concepts with the market and sales management, which ultimately leads to sales growth. Liu (2015) believes that advertising and informing is one of the essential components of marketing, product introduction and market presence that is about your product The customer gives the information and so it is important to do just that. Without advertising and information, even if you have the best product at the best price, you will not be able to sell it. Bigne and et al (2014) also found that the four factors of marketing mix (product, distribution, price and promotion) Has a significant effect on domestic and foreign sales.

III. RESEARCH METHOD

The present research has been a part of applied research with regard to the goals that it pursues. The statistical society includes all the managers and marketing experts of the Water Supply Company, which are 87 people. All of them were selected as sample size. To collect data, a researcher-made questionnaire was used based on Likert scale. Its validity was confirmed by experts' opinions and its reliability was confirmed by Cronbach's alpha, which is equal to 0.74 which indicates the reliability of the questionnaire. For data analysis, Pearson and multiple regression tests were used. The software was SPSS software.

IV. FINDINGS

According to the six hypotheses developed in the literature, the Pearson test was used to investigate the relationships between variables. The results are presented in Table 1. As can be seen, in the first three hypotheses related to the internal marketing dimensions (i.e. Motivation and satisfaction of employees with a coefficient of 0.530, customer orientation with a coefficient of 0.491 and development with a coefficient of 0.395, and also with a significance level of less than 0/05), it can be stated that the dimensions of internal marketing management and There is a significant relationship between domestic sales growth.



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What is important in this regard is the fact that motivation and employee satisfaction have the greatest impact. In domestic sales growth, it can be overwhelming, and the role of satisfaction and incentive for sales and marketing staff in marketing is undeniable because they are responsible for implementing internal marketing plans aimed at increasing sales. Therefore, the company's attention to this this can have a significant effect on the sales performance of the organization. Also according to the results obtained, it can be noted that the presentation of external marketing dimensions (culture with a coefficient of 501/0, political conditions with a coefficient of 0.487 and economic conditions with a coefficient of 0.380) And a meaningful level of less than 0.05 is effective on foreign sales growth.

Among these, the culture of the country of destination is most affected The results of this research were compared with the results of Sadeghi & et al (2016), Rahimi (2015), Dashati (2013), Ming (2017), and Pigne and et al (2014), consistent with the fact that the consideration of marketing components, both domestic and foreign, can be effective on sales growth and ultimately improve the performance of the marketing and sales unit.

Table 1. Test Results of Hypothesis with Pearson Coefficient

Hypothesis state	No	Sig	Coefficient	Hypothesizes
Accepted	87	0.000	0.530	Hypothesis1
Accepted	87	0.000	0.491	Hypothesis2
Accepted	87	0.002	0.395	Hypothesis3
Accepted	87	0.001	0.501	Hypothesis4
Accepted	87	0.000	0.487	Hypothesis5
Accepted	87	0.002	0.380	Hypothesis6

Regarding the fact that the independent variables of the study were more than one variables, a multiplier regression coefficient was used to determine the prediction value of each of the independent variables on the dependent variables. The results are shown in Table 2. According to the above table it can be stated that the motivation and satisfaction of employees with the coefficient of 0.821 had the highest share in predicting the growth of domestic sales, that is, for enhancing a unit of motivation and employee satisfaction, an increase of 0.821 percent of domestic sales

growth would increase significantly. Also, the development and expansion variable with a coefficient of 0.245 had the lowest share in the forecast of domestic sales growth. In the managerial discussion Foreign exchange marketing, with a coefficient of 0.521, has the greatest impact on the prediction of external sales growth, and the political environment variable with a coefficient of 0.210 has the lowest share. Other variables are also visible in the table below. Therefore, the regression model of the research will be as follows:

Table 2. Internal and external sales growth= $37.20+0.821+0.624+0.245+0.390+0.521+0.210$

Sig	Standardized Coefficients	Not Standardized Coefficients	Preceding Variables
.....	37.20	Constant
0.000	0.146	0.201	Political environment
0.002	0.347	0.521	Culture
0.000	0.169	0.390	Economic conditions
0.000	0.429	0.245	Expansion
0.001	0.498	0.624	Customer-orientation
0.000	0.540	0.821	Employee motivation and satisfaction

V. DISCUSSION AND CONCLUSION

Marketing is a process by which customer needs are known, the product is designed and produced based on these needs, it is best described as this product and sold in various ways. The goal of marketing is to bring the customer to it is good to know and understand, in order to be able to provide products and services that are appropriate for him and sell them on their own. Also, marketing, science and art management is the choice of lucrative target markets, as well as the attraction and maintenance of customers through the creation and exchange of value and value for them. Marketing is, therefore, one of the most complex and complex process in which it is intended to identify and identify the product using the methods of marketing research and then develop it according to customers' needs. Often, companies always seek more sales in markets Domestic and foreign, which have paid special attention to their marketing plans. Because attention to the domestic and foreign markets together, it will increase and increase the profitability of the organization. In this regard, the purpose

of this study is to investigate the effect of marketing management on growth Domestic and foreign sales have been domestic sales domestic marketing dimensions the concept of (employee motivation and satisfaction, customer orientation, and development) was considered and foreign sales dimensions (culture, political and economic conditions) were considered in external sales. After collecting the information from the statistical society, it was determined, there was a significant relationship between all internal and external marketing dimensions and all the assumptions were confirmed. Also, according to regression analysis, motivational variables and employee satisfaction in domestic sales and culture were very important in foreign sales. The study organization and other organizations should pay attention to their marketing plans. Hence, according to the results, the following suggestions are presented:



- ✓ Paying attention to the satisfaction and motivation of sales and marketing personnel through awarding and promotion.
- ✓ Pay attention to the cultural conditions of the country to sell products.
- ✓ Attention to domestic marketing development and development programs through the recognition of new markets and the production of new products.
- ✓ Pay attention to the establishment of customer relationship management system to understand the needs and management of customers in the long run.
- ✓ Attention to the political and legal relations of the destination country for the export of products through field and legal research.

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