Sir / Madam,

People say marketing is a job of turning improbable into probable. There are lot of stories around. You go for a marketing job post and the recruiter gentleman suddenly pulls out the pen out of his breast pocket and asks you “How do you sell this damn pen when there are hundreds of pens available in the market right now “. Well obviously, that would be tough but what I would do is to strip the pen, bring out the refill and let the clients see for themselves that how this particular brand’s refill is fatter, longer than others and what does it mean! Simple! More mileage! oops more writing per pen of this company. Now if the refills of this brand is same as the others, have you noticed its tip, so painstakingly machined by the exotic precious tungsten with laser precision while the other brand tips are machined with more lowly priced steel. Also note the tip of this pen has the lowest diameter of 0.05 mm while other pens have a tip of 0.10mm diameter and what does it mean ! more writing precision , better precision in drawing and better doodling on paper .Now even if this not sufficient for you, I can show you at least 3 other points for which you should have this pen in your breast pocket .

Now let’s take another case where the prospective recruitment executive does not pull out the pen from his breast pocket but instead picks up a mango from the bowel in front of him and with a “catch me if you can” attitude asks “but Mr. how do you sell this mangoes in winter when oranges are the pick of the season “ . Now, obviously I can’t turn oranges to mangoes, but I would make them much more desirable than they are actually in winter. How! In winter, I would definitely not say that these summer time mangoes taste the same as these luscious wintery oranges and so buy the mangoes instead of oranges. I would rather ask the customer - how about bringing back the memories of the last warm summer in this frigid winter and for that what would be better than the summer time ripe orange mangoes. And wouldn’t be it a bit fun to have mangoes with the oranges in this freezing cold and have the best of both world! seasons.

Marketing entails creating a dream around a product and be rest assured I am adept at it. I do not believe marketing to be an entirely make-believe world but rather persuade the client to give a fledgling product a chance to live, persuading the client to give a promising product a chance to show its promise, its goodness. It takes brain. It takes patience to make a client to have a look at you, at your company, at your products and I have both. Just like your fledging but promising products what I need is a platform, a chance to show it. I do not claim to be a Houdini with words and market a false, bad quality product but would rather gently, persuasively, but logically try to market the product with all its goodness, it’s advantages. Forcing is not my forte, gentleness is.