



# The Different Roles of Sales and New Business Development

There's lots of confusion between the functions of Sales and New Business Development. Primarily because the differences are subtle; very subtle.

For example, Sales wants to complete a transaction. So does New Business Development.

Sales want to establish a relationship with the customer. So does New Business Development.

Sales wants to sell and New Business Development also wants sales.

But, the key difference is evident when we look at end goals. It is the job of sales to generate revenue through selling to a customer. The job of new business development, however, is to create opportunities where the results of selling to a customer are exponentially bigger because of the partnerships, channels, and deals made with scalability in mind.

[Click here](#) to read more about scalability in New Business Development.

