

Marketing & Sales Alignment

Is it true that Marketing is Marketing and Sales is Sales and that never the two shall meet?

It's a reality for some, but it doesn't have to be. In fact, the two need to get on the same page, sing from the same songbook, and [insert your favorite cliché here] for their business to have a chance of success in today's crowded and competitive markets.



The unsustainable status quo

80%
of content that marketers create goes unused by Sales.

Source: Small Business Trends

10+%

Portion of B2B revenue lost due to the inability to align Sales and Marketing teams around the right processes and technologies.

Source: Martech Advisor



But when Marketing and Sales function as an aligned team, the results are something to celebrate.

36%

Better retention . . .

Increase in customer retention rates by organizations with tightly aligned sales and marketing.

Source: MarketingProfs

Higher win rates . . .

Improvement in closing deals when Marketing and Sales work together.

Source: Marketo

67%

And more revenue . . .

209%

Increase in revenue from Marketing when tightly aligned with Sales.

Source: Marketo

Tips for syncing Marketing and Sales

01

Make the customer, not your company, the hero of your brand story.

Ensure your branding is outwardly focused, not inwardly obsessed.

02

Assign Marketing and Sales the same incentive structure.

There's no better way to get them to work together than by giving them the same motivation.

03

Put revenue growth at the top of Marketing's to-do list.

By definition, Sales is a revenue-driven function. The bottom-line should also be Marketing's top KPI.

Want to learn more about aligning your Marketing and Sales teams?

Contact us today