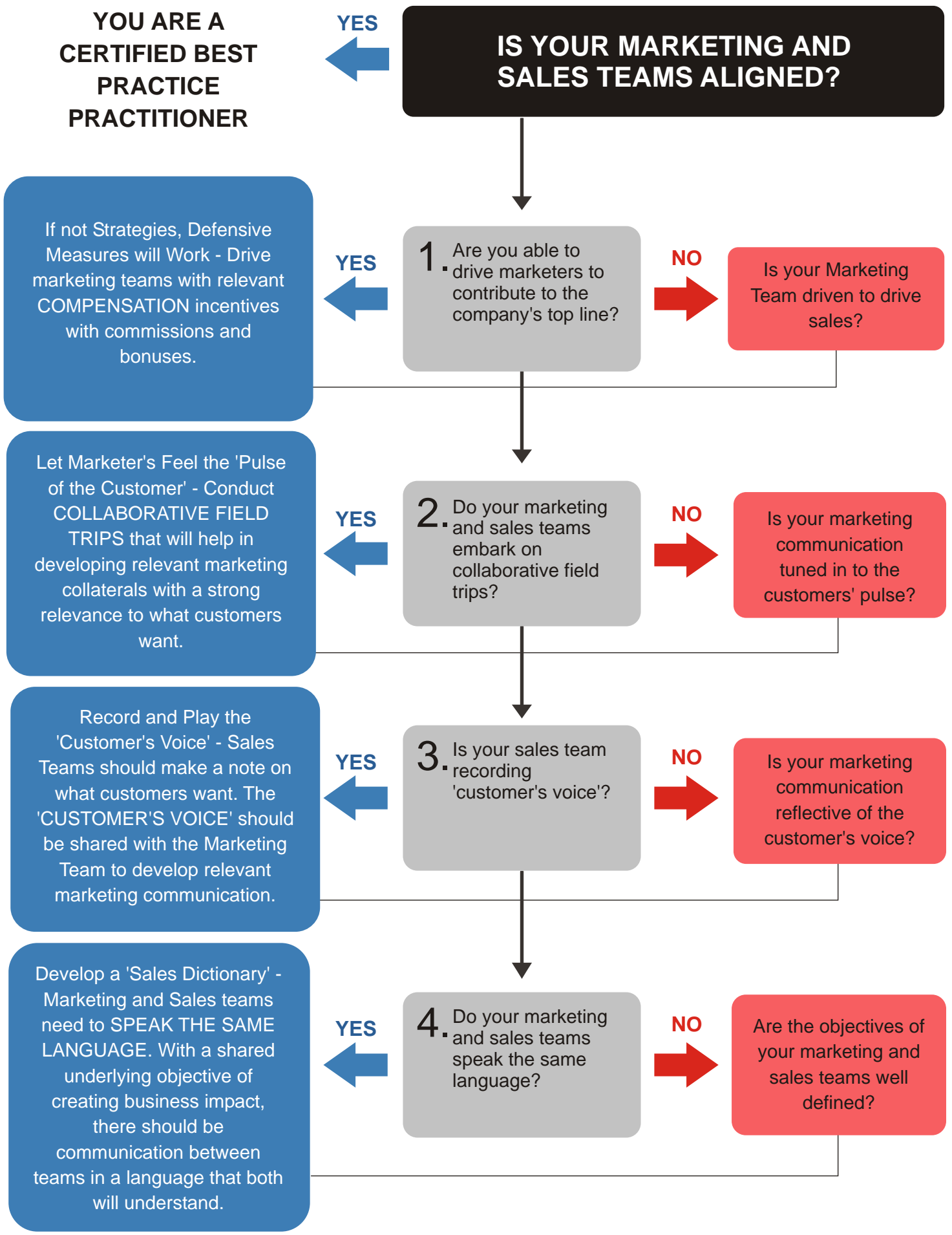


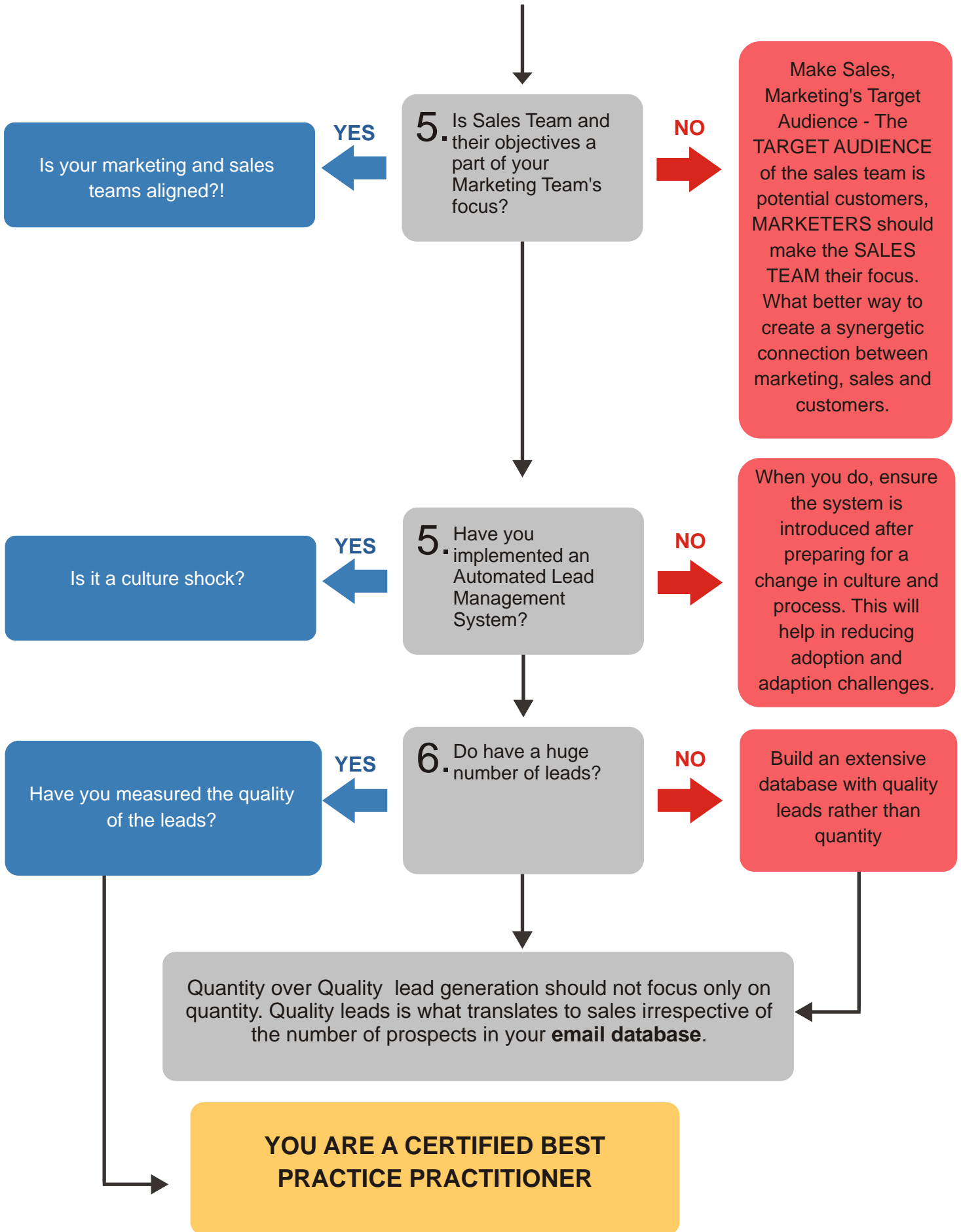


Marketing and Sales Alignment

'THE ART OF' SERIES
PART I

**YOU ARE A
CERTIFIED BEST
PRACTICE
PRACTITIONER**





Bridge the Yawning Gap between Marketing and Sales

- 1 Are you able to drive marketers to contribute to the company's top line?**
No If not Strategies, Defensive Measures will Work - Drive marketing teams with relevant **COMPENSATION** incentives with commissions, bonuses and incentives.
Yes Is your Marketing Team driven to drive sales?
- 2 Do your marketing and sales teams embark on collaborative field trips?**
No Let Marketer's Feel the 'Pulse of the Customer' - Let marketing and sales teams conduct **COLLABORATIVE FIELD TRIPS**. This will translate to relevant marketing collaterals with a stronger relevance to what customers want.
Yes Is your marketing communication relevant and tuned in to the customers' pulse?
- 3 Is your sales team recording the 'customer's voice'?**
No Record and Play the 'Customer's Voice' - Sales Teams should make a note on what customers want. The '**CUSTOMER'S VOICE**' should be shared with the Marketing Team to enable marketers develop relevant marketing communication.
Yes Is your marketing communication reflective of the customer's voice?
- 4 Do your marketing and sales teams speak the same language?**
No Develop a 'Sales Dictionary' - Marketing and Sales teams need to **SPEAK THE SAME LANGUAGE**. With a shared underlying objective of creating business impact, there should be communication between teams in a language that both will understand.
Yes Are the objectives of your marketing and sales teams well defined?
- 5 Is Sales Team and their objectives a part of your Marketing Team's focus?**
No Make Sales, Marketing's Target Audience - The **TARGET AUDIENCE** of the sales team is potential customers, **MARKETERS** should make the **SALES TEAM** their focus. What better way to create a synergetic connection between marketing, sales and customers.
Yes Is your marketing and sales teams aligned?!
- 6 Have you implemented an Automated Lead Management System?**
No When you do, ensure the system is introduced after preparing for a change in culture and process. This will help in reducing adoption and adaption challenges.
Yes Is it a culture shock?
- 7 Do have a huge number of leads?**
No Build an extensive database with quality leads rather than quantity
Yes Have you measured the quality of the leads?

Yes

YOU ARE A CERTIFIED BEST PRACTICE PRACTITIONER

No

Quantity over Quality lead generation should not focus only on quantity. Quality leads is what translates to sales irrespective of the number of prospects in your database.