

Create Business Impact with Marketing and Sales Alignment



**It's not about MARKETING CAMPAIGNS or SALES TARGETS,
It's about BUSINESS IMPACT!**

It is a misconception that Marketers and Sales Representatives are like oil and water. They are in fact more like two sides of a coin, whichever side you use the value still remains the same.

One of the major challenges faced by every organization is alignment of marketing and sales. And those who succeed in bridging the gap are case studies in their very own right!

WHAT WORKS

Compensation

One of the ways to drive marketing teams is by changing the compensation system and structure. However, if you ask a CMO how they get to convince marketers to contribute to the top line, you are likely to get a sticky answer. While this may be a direct harness management teams may use, if constructively implemented (through commissions, bonus programs and incentives), marketers will respond positively to contributing to financial objectives.

Ensure Marketing and Sales Teams go on the Field Together

Through this exercise, marketing professionals get first hand information from clients / customers about their concerns and questions. This will automatically translate to relevant marketing collaterals with a stronger 'pulse of the customer'. It is irrelevant for sales people to be there at the right time, in the right place talking to the right person, if the message they have is not right!

Ensure Sales Teams are Inculcated with Recording the Customer's Voice

Requisite training will enable sales people identify and 'sus out' their customers concerns, wants and preferences during a conversation. Without a voice how will the pulse of the customer come to life?

Introduce a 'Sales Dictionary

Although marketing and sales teams speak the same language they have different meanings. And while the objectives of both teams are the same, marketing teams definitely gain more insights from sales. Therefore the marketing team here has to relent to learning the 'sales lingo'. What harm does it do in calling a 'lead' a 'prospect'?

Resellers' Leverage

If salespeople focus more on building relationships with resellers rather than generating leads, they will be able to attain satisfaction and sustain loyalty. Marketers in turn have to focus on lead generation and developing robust marketing material to support sales teams.

Make Sales, Marketing's Target Audience

While potential customers are salespeople's target market, salespeople should be marketers target audience. What better way to gain a direct connection with market than through the sales force. Marketers need to keep an ear open to what salespeople want and in between the requests for better leads; insights into customer behavior patterns, decision making process and preferences can be obtained.

WHAT DOES NOT WORK

Automation of Lead Management

Without a change in culture and process, introducing an automated lead management system will have no dramatic impact. The adoption and adaption challenges will still be the same with sales and marketing teams falling short of utilizing them.

Quantity over Quality

When emphasis is given on lead generation, the key phrase to keep in mind is 'quality leads' and not the quantity of leads. A huge database of irrelevant prospects will only lead to futile efforts by the sales teams. It is better to give one meaningful lead that will translate to a project than 100 whitepaper prospects.

The effort to align marketing and sales should be relentless. With a holistic approach and synergetic synchronization, the yawning gap between marketing and sales can definitely be bridged!

Whether marketing or sales, a database serves as relevant touch point with prospective customers. Find out how with Info CheckPoint.