



verbTEAMS

**Getting Marketing
& Sales on the
Same Page
eBook**

MARKETING & SALES

Sales and marketing teams often have different goals and agendas. However, there are a few things you can do to make sure your marketing and sales teams are working towards the same goal of driving sales and increasing revenue. The sales industry is constantly changing, so both teams need to take them on with vigor and a drive to be more connected as an organization. This strategy is called **ABM (account-based marketing)**, in which both sales and marketing teams work together to increase conversions. According to a recent Forrester survey, 62% of marketers say they can measure a positive impact since adopting ABM.

Marketing and sales teams must stay coordinated with each other's projects and tasks as they progress towards the same goal in different ways. Marketing teams may develop campaigns and strategies that the sales team might not know about, leading to miscommunications and missed opportunities.

A photograph of three business professionals in an office setting. An older man with a grey beard and long hair, wearing a light blue shirt and dark tie, stands behind a woman with short grey hair who is sitting at a desk and looking at a laptop. To the right, a younger woman with long dark hair, wearing a white shirt and purple pants, stands and holds a glass of water, looking at the laptop. The background is bright and out of focus.

WHY ALIGN MARKETING & SALES?

It may seem like a tedious process to get two different teams on the same page. However, having effective marketing and sales alignment can resolve several recurring problems that will make your processes run a lot smoother. It can also be a better financial strategy in the long run. A LinkedIn survey recently revealed that 60% of global respondents believed misalignment between sales and marketing could damage financial performance.

When deciding whether to align marketing and sales, it can be beneficial to know some common points of friction that drive companies to realignment:

- **Poor customer data:**

Company customer data often becomes a disorganized mess in each department. Having good alignment will allow the teams to organize their data so they can use it productively.

- **Under-utilizing sales content:**

A lot of the content marketing teams produce remains unused by the sales team. This happens because marketing teams create content without consulting sales teams, and sales teams don't use that content because it doesn't fulfill their needs. Properly aligning sales and marketing means that marketing will have the tools and the knowledge to create top-notch content that will address the sales team's needs.

- **Clunky lead hand-offs:**

Sales need to act quickly after marketing generates new leads at an event. There should be a system in place for this. That way, both teams are responsible for lead retention, and there are no missed opportunities.

- **Difficulty demonstrating ROI:** Marketing can't prove which assets impact closed deals. That's why sales teams need to make their sharing activity viewable so the company can understand where investment is required.



The main point is that your sales and marketing teams need to have an effective communication system.

It's easy to get wrapped up in day-to-day tasks and not consider the strategies that could help your team see more success. Too often, teams come across potential leads, but since they are not properly aligned, they fall to the wayside. So how can you overcome this? The answer is having a dynamic sales enablement platform that both your sales and marketing teams use.

HOW A SALES ENABLEMENT PLATFORM CAN ALIGN MARKETING & SALES

If you have a dynamic sales enablement platform or system, your sales and marketing teams will be better equipped to overcome the hurdles mentioned above. If you don't already have a sales enablement platform for your sales and marketing teams, get one.

Here is a list of six steps that can help your team achieve their goals with a sales enablement platform:

1. Direct Your Focus on Your Customer

Of course, this should always be the primary focus. It's also an important common ground between marketing and sales. If each team makes it their goal to serve the customer through the whole sales process, they should be naturally motivated to align. Serving happier customers should be the driving force that incentivizes marketing and sales alignment.

2. Define Your Marketing and Sales Funnels

If you have a well-defined step-by-step process showing what each team member should accomplish, it's easier to measure success. For example, marketing is usually found at the top of the funnel by building brand awareness and generating leads, while sales execute marketing plans and cultivate leads. However, having a defined funnel system unique to your company's needs can help each team find ways to collaborate and ensure everyone stays accountable.

3. Share Sales Feedback with Marketing

To strengthen the funnel structure, sales teams should inform marketing teams where their assets succeed. This is best done on a sales enablement platform equipped with analytics to show customer engagement on assets shared by sales members. This knowledge-sharing mechanism can help the marketing team create more assets that customers are interested in, creating higher engagement.

4. Communicate Frequently

Simply increasing your communication isn't enough—it should be efficiently planned out and structured. This ensures that each team member can share valuable information and make productive connections. To fulfill this step, create a communication plan, stick to it, and devote time to creating actionable items that involve each team.

5. Integrate Sales and Marketing Metrics

Marketing and sales teams should have shared KPIs that each member can access. They should reflect performance from both teams along with individual achievements. Having shared metrics pushes the teams to take equal ownership in meeting revenue goals and improving processes. When sales and marketing teams see how the other performs, they will understand how to provide quality leads, improve the lead hand-off process, and align content more closely with customer needs.

6. Control Your Content Management System

Marketing efforts are wasted on sloppy content management systems. Members of both sales and marketing teams should have quick and easy access to the content they need to succeed. Utilizing your sales enablement platform to keep your content organized and accessible can be a valuable investment for the future of your marketing and sales teams.

Using a sales enablement platform can simplify the alignment process and ensure both teams are working towards the same goals. Utilizing sales enablement platforms to align sales and marketing can increase revenue with decreased costs.

CONCLUSION

- Marketing and sales teams are progressing towards the same goals, just through different avenues. That's why it's important to avoid missed opportunities that happen frequently when marketing and sales teams aren't properly aligned.
- Several recurring problems occur when marketing and sales teams are not properly aligned. It can be advantageous to integrate a sales enablement platform and avoid these issues.
- There are several ways your organization can achieve its goals by integrating a sales enablement platform. The key is to find a strategy that works well with your organization.

Are you interested in learning more about how verbTEAMS can help your business align sales and marketing and increase your bottom line?

[CLICK HERE TO SCHEDULE A DEMO](#)

SOURCES:

Hubspot, *15 Stats That Prove the Power of Sales and Marketing Alignment*

LinkedIn, *The Art of Winning: Sales & Marketing Coming Together to Create Indispensable Customer Experiences*

Hubspot, *Tried-and-True Tips for Sales and Marketing Alignment*

Outreach, *7 Tips for Aligning Your Sales and Marketing Strategy*