



# **How to align sales & marketing to *accelerate* business growth.**

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# Introduction.



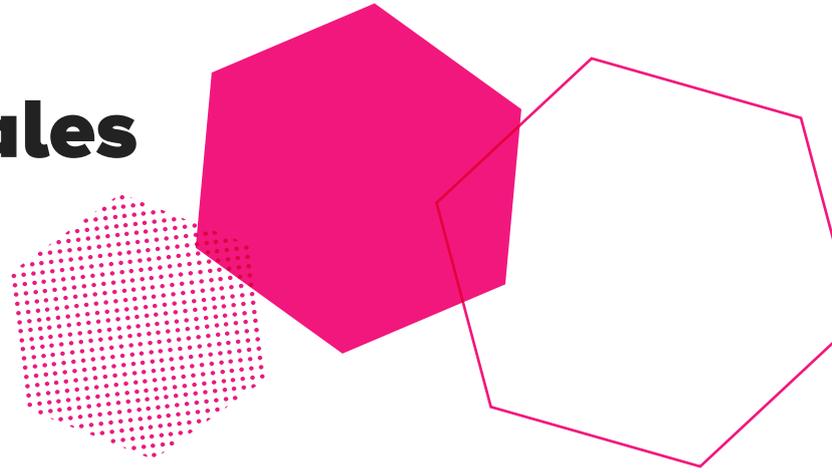
Decision makers know that sales and marketing teams are the go-to source for acquiring and maintaining customer relationships, and they can accomplish more by working together. While that sounds like it would be obvious, in many cases it's quite the opposite.

Successfully aligning sales and marketing can be somewhat difficult to achieve in business. We have all heard of it, but few have seen it with their own eyes. Silo mentality, lack of communication, and an inconsistent approach are just several of the many factors that can lead to poor alignment .

Yet in the customer focused reality, sales and marketing alignment is a pivotal point if companies want to provide a memorable and compelling customer experience and grow their business.

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# The power of sales & marketing alignment.



Companies with tightly-aligned sales and marketing teams have 36% higher customer retention rates and achieve 38% higher sales win rates<sup>1</sup>.

(MarketingProfs)

Companies with dynamic, adaptable sales and marketing processes have an average of 10% more of their sales people on quota<sup>2</sup>. (CSO Insights)

Aligned companies achieved an average of 32% annual revenue growth while less aligned companies reported an average of 7% decline in revenue<sup>3</sup>. (Forrester Research)



1 [HTTP://WWW.MARKETINGPROFS.COM/OPINIONS/2016/29174/THE-SECRET-TO-ACCOUNT-BASED-MARKETING-SUCCESS](http://www.marketingprofs.com/opinions/2016/29174/the-secret-to-account-based-marketing-success)

2 [HTTPS://WWW.CSOINSIGHTS.COM/](https://www.csoinsights.com/)

3 [HTTPS://DISTINCTION.CO.UK/THOUGHTS/WHY-EVERY-PROJECT-SHOULD-USE-A-DMMM](https://distinction.co.uk/thoughts/why-every-project-should-use-a-dmmm)

# Factors that affect the customer experience.



A variety of different factors can affect customer experience, including:

- Lack of communication between sales and marketing
- Untimely and irrelevant interactions with customers and prospects
- Slow or non-existent follow up on prospects and leads
- Inconsistent brand and image
- Outdated and inaccurate content, files, and materials sent to prospects and customers



# How to align sales & marketing internally.



## **Make communication a priority**

Schedule regular meetings and stand-ups between the sales and marketing teams to facilitate regular interaction and collaboration.

## **Seat teams together, physically**

Organise your office space so that the sales and marketing teams are adjacent to each other. Both sales and marketing will be more inclined to reach out to members of the other team and be kept in the loop on any projects or campaigns.

## **Agree on the targeted buyer**

Have sales and marketing work together to create detailed buyer personas that will be agreed upon as the businesses' target audience.

## **Define what constitutes a lead**

Both teams will need to discuss and agree upon what constitutes a marketing qualified lead (MQL) and a sales qualified lead (SQL) for your specific company. The definitions of a MQL and SQL should be clear and specific to ensure there is a uniform understanding of these concepts between the two teams.

## Ensure that everyone has access to up-to-date materials

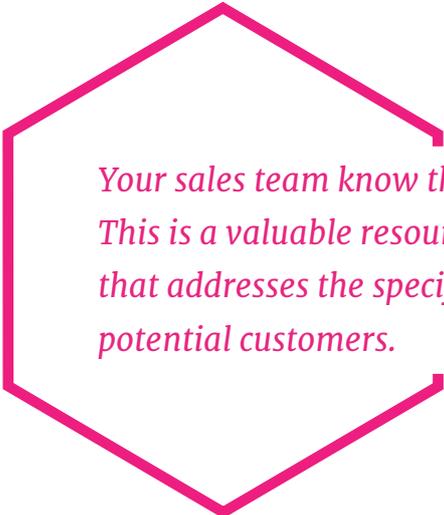
Invest in marketing automation software to collate all your information about prospects, leads, and customers in one place. With closed loop reporting, the sales team will be able to track highly qualified leads and interact with them accordingly, whilst the marketing team will gain access to information that helps them better understand the kind of leads that convert and those that don't.

## Plan and develop content together

Create a SMART content strategy along with the content team to create genuinely helpful content for your buyer personas at every stage in the buyer's journey. **Your sales team know the questions your buyers are asking. This is a valuable resource for marketers when creating content that addresses the specific needs and challenges of your potential customers.**

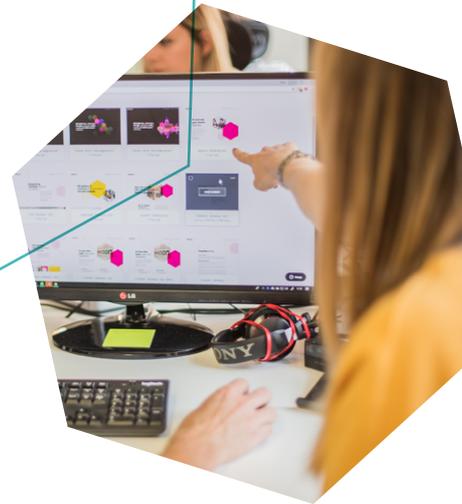
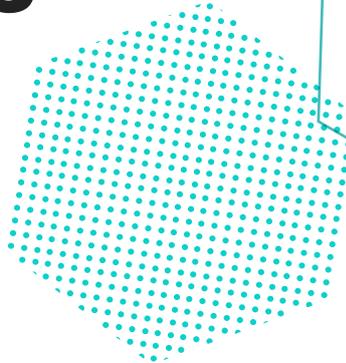
## Make marketers a part of sales calls and discussions

Include marketers in sales conversations so they can better understand which leads qualify as high quality leads and how they can improve their campaigns based on this information.



*Your sales team know the questions your buyers are asking. This is a valuable resource for marketers when creating content that addresses the specific needs and challenges of your potential customers.*

# How to align sales & marketing externally.



## Provide the right types of content for your audience

Consider the content format which best lends itself to serving the needs of your buyer persona and addressing their pain points. Experiment with whitepapers, eBooks, PDFs, webinars, and other types of content to discover what is most effective at converting leads into customers.

## Have and adhere to a follow-up process

Prompt both teams to follow up with prospects and leads to ensure your businesses is communicating with potential customers in a relevant and timely fashion. This may require more communication between your sales and marketing teams, but it's vital to creating a positive customer experience. Create a consistent experience from the moment your buyer discovers you to the moment you close the deal.

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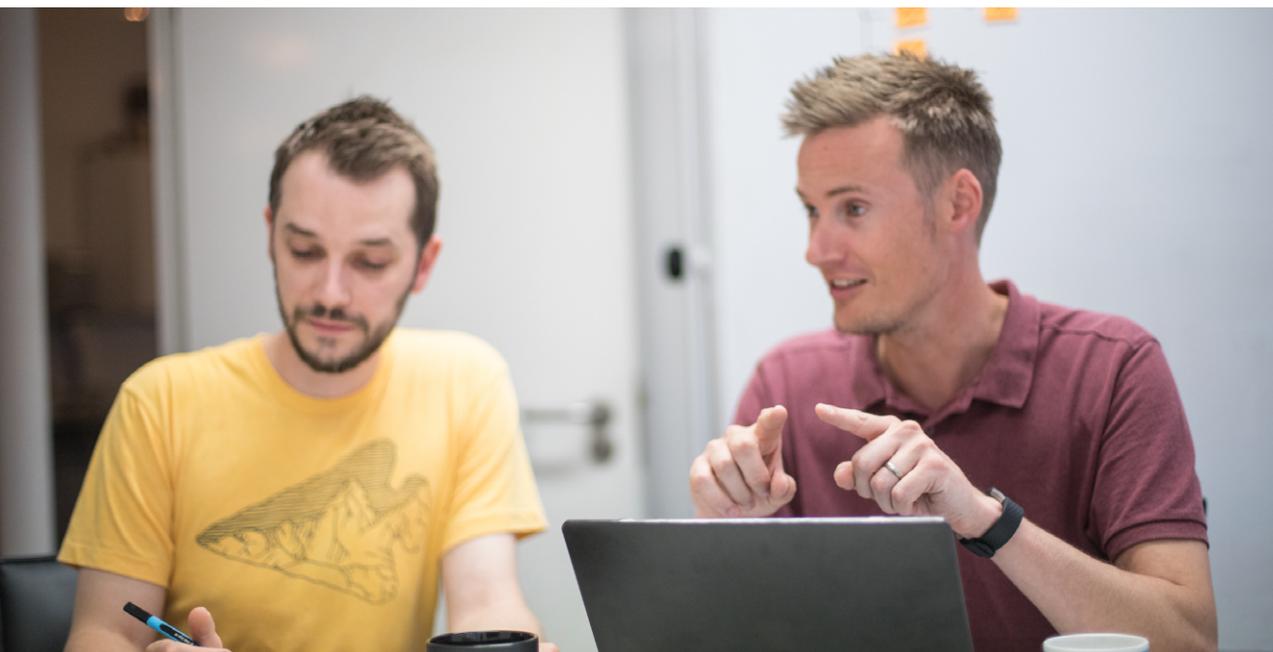
3 [HTTPS://BLOG.KISSMETRICS.COM/HOW-TO-CALCULATE-LIFETIME-VALUE/](https://blog.kissmetrics.com/how-to-calculate-lifetime-value/)

## **Create a consistent experience**

There may be a multitude of touch points for each contact, lead, and buyer but there should always be a single source of truth: your business. Ensure that your branding, image, and message remain consistent throughout whether your lead is reading a blog post or talking about pricing with one of your sales reps.

## **Communicate transparently**

Gain the trust of your prospects and customers by communicating openly and honestly. Be upfront about mistakes, ask questions to evaluate product or service strengths and weaknesses, and engage with them online to convert everyone who buys from your business into a loyal customer.



# Using CRM and marketing automation software for sales & marketing alignment.



There are many marketing software options available that can help your business achieve better alignment between marketing and sales. When both teams have access to the same CRM and marketing software, marketing and sales can enjoy access to all of the information your company has about a lead. As a result, your marketers and salespeople see the same picture of where each visitor, prospect or lead stands in the buyer's journey and what they can do to help move them along to the next stage.

With CRM and marketing software, sales and marketing are given the opportunity to:

- Execute communications at the right time to the right people
- Build digital campaigns more easily
- Personalise communications for one-to-one marketing
- Track and measure all variables related to leads, prospects, and customers
- Trigger relevant and timely actions based on context
- Automate repetitive tasks such as email follow-up, social media, and other website actions to nurture contacts through their lifecycle
- Improve the communication between the two departments

# How HubSpot *can help.*

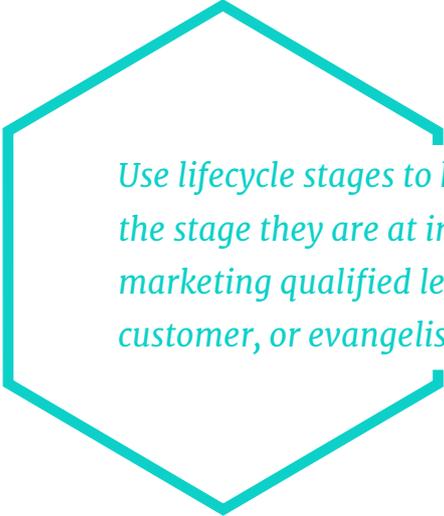


## 1. HubSpot gives sales and marketing a better way to work together

- HubSpot's free Marketing Hub and CRM share an always-in-sync database so you can share and assign contacts automatically without losing any insight.
- Set up closed loop reporting so both sales and marketing have access to everything from the first touch point of a visitor to a closed customer account.
- Manage every deal, pipeline, and dashboard in one place.
- Auto-create tasks and to-dos whenever a prospect visits your pricing page, a deal changes stages, or a certain amount of time has passed.
- Align sales and marketing with clear, simple reporting.
- **Use lifecycle stages to help organise your contacts based on the stage they are at in your sales cycle: subscriber, lead, marketing qualified lead, sales qualified lead, opportunity, customer, or evangelist.**

## 2. HubSpot allows marketers to:

- Build forms to identify MLQs ready to hand over to sales
- Use hidden fields in form to define the lifecycle stage and avoid manually reviewing every lead
- Review lead intelligence starting from the first touch point and ending with the closing date.
- Receive instant lead notifications when a lead revisits your website, downloads a new offer, or takes an important action.
- Set up tasks for sales to ensure MQLs are followed up on
- Get clear feedback from sales on the quality of leads
- Use the reporting dashboard to look at how many MQLs are created each month, how many progress to SQLs, and reasons for MQLs being disqualified or sent to nurture.



*Use lifecycle stages to help organise your contacts based on the stage they are at in your sales cycle: subscriber, lead, marketing qualified lead, sales qualified lead, opportunity, customer, or evangelist.*

# Everyone wins.



## Marketing Wins

- Traceable ROI of activity
- Strong nurture sequences
- Better understanding of prospects' needs
- Better use of the marketing team's time

## Sales Wins

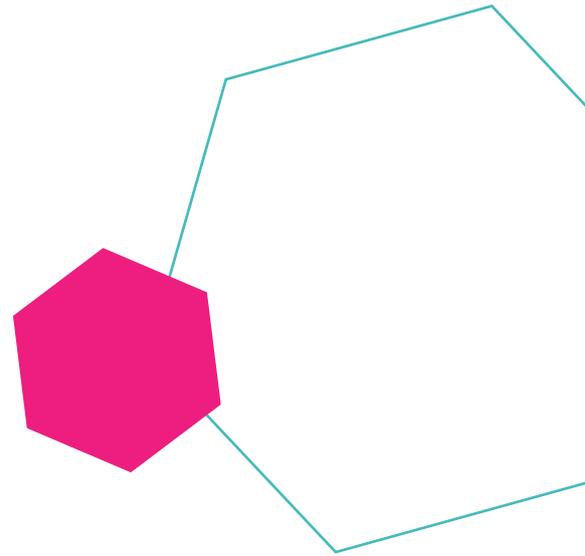
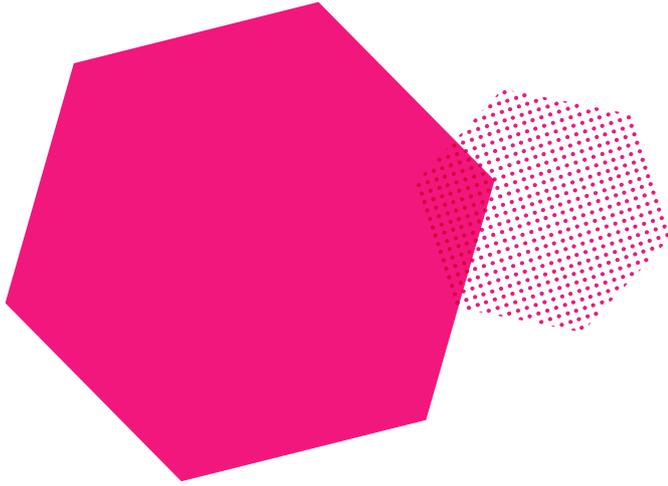
- Faster contact
- Higher quality leads
- A better forward pipeline
- Better use of the sales team's time

## Business Wins

Driving efficiency with sales and marketing alignment allows you to eliminate wasted time and effort so you can easily increase traffic, convert more leads, win more customers, and turn them into promoters that grow your business. Closing the gap between sales and marketing is a process you need to work hard at to get right, but with marketing automation and CRM software, you have the tools you need.

# Sales & marketing alignment *checklist.*

1	<b>Make communication a priority</b>	<input type="checkbox"/>
2	<b>Seat teams together, physically</b>	<input type="checkbox"/>
3	<b>Agree on the targeted buyer</b>	<input type="checkbox"/>
4	<b>Define what constitutes a lead</b>	<input type="checkbox"/>
5	<b>Ensure that everyone has access to up-to-date materials</b>	<input type="checkbox"/>
6	<b>Plan and develop content together</b>	<input type="checkbox"/>
7	<b>Make marketers a part of sales calls</b>	<input type="checkbox"/>
8	<b>Invest in marketing automation and CRM software</b>	<input type="checkbox"/>
9	<b>Set up closed loop reporting and shared data</b>	<input type="checkbox"/>

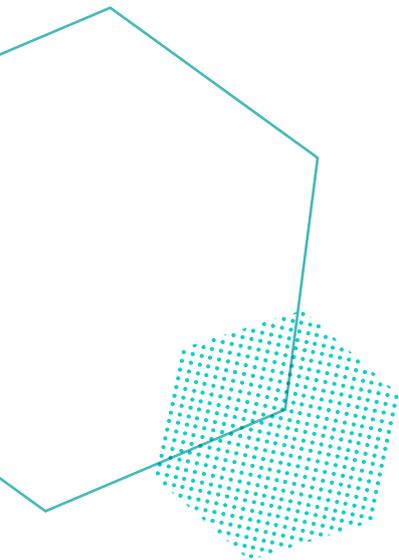


*Let's work together*

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