

A Perfect Blend of Sales and Marketing



* Sales and Marketing Alignment Checklist inside

Never ending warfare between sales and marketing



Before dashing into the war between Sales and Marketing, let's define Sales and Marketing so that we know what might be their issues. Marketing is everything that a firm does to reach and influence customers and sales is everything that a firm does to close the deal and sign the agreement or get the direct revenue.

Both are the key facets without which there is no success to an organization.

What leads to the war?

Sales think only they are worried about the revenue; Marketing think they are only ones who think logically. Sales people think why they have to generate their own leads; marketing says that sales people complain about all the leads they provide to the sales funnel.

Sales think that marketing is easy that even buffoons can handle; Marketing thinks that sales people go to any extent just to close the deal.

And many more...

Result - Feud between the Sales and Marketing!!!

What Do You Need To Blend Them Perfectly?

6 Must Do's...

Define common vocabulary

Though a certain portion of the revenue cycle has common definitions, there are a few words which have different definitions. It can be as simple as the definition of a 'Quality Lead'. This calls for a need for a common vocabulary so that the two teams can communicate effectively. Have a small joint team from the sales and marketing, frame the common vocabulary, document and publish it. The team should define what a 'Sales-Ready Lead' is.

Sales and marketing teams can start attending each other's team meetings. Marketing should get in field with sales. They should start speaking to the customers, watch demos and listen to the presentations.

Develop a Common Buyer's Profile

Pool up answers for these questions...

- Who is your ideal customer?
- Who is typically the 'Key Decision Maker'?
- How do they make decisions?
- Where do they collect information to take a decision?
- What are their critical business issues?



Based on these factors, the leads can be scored. Lead scoring helps you in allocating resources in a better way and identifying 'Sales-Ready' prospects. It also helps in ranking the prospects and assigning leads to departments in an unbiased way.

Revamp the entire revenue cycle

There is always a wrong notion that it is only the Sales Cycle that has to be concentrated. But it is evident it is not the way it has to be! So, companies need to digress from Sales Cycle to "Revenue Cycle". This cycle starts right from the first prospect, through the sale stretches beyond the prospect relationships and their activities.

But let's know why we should move on to the Revenue Cycle from Sales Cycle.

- In the sales cycle, the sales is the alone the benchmark to predict the revenue, which is incorrect. With the sales, organizations can't manage and plan for the further quarters.
- Incompetency in the cycle kills the productivity. The sales go down which leads to waste of marketing budgets.

The Revenue Cycle needs the coordination of the Sales and the Marketing teams throughout the process to make the most of it. The catch is to realize the advantages each team brings to the process and utilize it to the maximum. Remember that Marketing brings long-term results and Sales action-oriented results. Marketing is good with communication. Marketing people excel in one-to-many communications, automated processes and dealing with vast data. Sales team masters in providing a voice to the business and building personal relationships.

Engaging the teams all through the cycle in the right way

- Sales can take up the lead nurturing campaigns
- Marketing can support Sales with marketing messages and website content
- Inactive leads can go through the marketing cycle



Benefits of replacing Sales Cycle with a well-tailored Revenue cycle:

- Increases sales productivity
- Visible rise in ROI
- Greater long-term activities of the customers/clients

Pin point the issues to bridge the gap

By now it is clear that both Sales and marketing have their own languages. Listening to the prospects is an invaluable tool for marketing to create compelling messages and content that empowers the sales function. By participating in the each other's activities, the gap between the two teams is ceased.

Align the objectives to bridge the gap:

- Consider all internal and external target audience - don't focus on the end customer.
- Pay attention to the needs the internal clients - like assisting sales people in attending specific shows and meeting customers
- Judge where the project falls amidst the sales and marketing cycles
- Know the processes to avoid misuse of the materials
- Assess the sales reps with the initiatives like promotions, trade shows, ad campaigns, etc. marketing budgets.

Create Effective Sales Tools

The tools should include easily accessible tools like

- Presentation and proposal templates
- Multi-media demos
- Case studies segmented based on the industry verticals
- Professionally designed charts, stats, and graphics
- Realistic calculators of ROI
- Competitive analysis
- Latest versions of the marketing tools



These standardized tools help the teams win in the field. Utilizing these tools will help the teams to bridge the gap along with enhancing the brand, improving market share and boosting the revenue.

Sales and Marketing Alignment Checklist

- Are you involving Sales and Marketing in product planning and in setting sales target?
- Are you involving sales and marketing in generating value propositions for different market segments?
- Are you involving both the teams in assessing customer needs?
- Are you involving both in analyzing the top opportunities by segment?
- Are you tracking and managing the joint activities of Sales and Marketing?
- Are you utilizing and regularly updating the shared databases?
- Are you establishing common metrics for evaluating the overall success of sales and marketing efforts?
- Are you creating reward systems to laud successful efforts by sales and marketing?
- Are you periodically reviewing and improving the relations between sales and marketing?
- Are you emphasizing shared responsibility for results between the different divisions of the organization?
- Are you split marketing into upstream and downstream teams?

Nevertheless, It's All About Revenue

Organizations that have embraced the change and have found that they able to fill the sales funnel with sales-ready leads, leading to minimal complaints about poor leads. Marketing and the sales teams turn out to be more efficient and effective with their clear responsibilities focusing on a single goal - "SUCCESS"



About Leadsberry:

Leadsberry offers high-quality lead management solutions customized for large and small businesses. Leadsberry's world-class lead management tool has helped businesses generate sky-high ROI by completely automating their lead nurturing process. Their marketing automation tool is one-of-a-kind wherein clients are able to generate, follow-up, score, nurture, analyze and convert leads into deals. Since inception Leadsberry's innovative lead nurturing tool has helped its clients automate their lead generation and follow-up completely and bolster their sales double.



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