



The Path To Building A Tighter Connection

It's not rocket science, but good communication is a foundation for marketing and sales alignment.

Clear, consistent communication is one of the keys to great Marketing and Sales alignment. With effort from both sides and a commitment to team, the path to breaking down barriers to communicate isn't as daunting as it might seem!

1 QBRs Anyone?

This is a great way to start the planning process together! Invite one key marketing rep (not the exec) to sales QBRs and reap big rewards. This is a great place for those in Field Marketing and Demand Generation roles to build a strong connection with some of their most important stakeholders.



2 Follow Through on Action Items

After QBRs, both sides owe it to each other to follow through on what they said they would do. Make sure there is clarity as to who owns what and use the regular Marketing/Sales cadence after QBRs to stay in touch on action items and next steps. This way, the team is always moving the ball forward and continually improving.



3 Equip Sales to Amplify Campaigns

Like your external audience, your internal stakeholders will have different ways information resonates with them; from Slack to email to detailed blogs. You need to communicate in the way they will HEAR your message. Tell them about your campaign, give them the timeline and equip them with tools, like social posts and blogs to help amplify the message. It's fun to 'gameify' this too - create a contest to see who gets the most engagement on their posts.



4 Communicate Results Regularly

After you've engaged their help to amplify campaigns, report back results. Again, use the regular Marketing and Sales cadence to provide campaign updates, make requests for help, and get feedback on the leads in sales' queues. It seems repetitive and obvious, but consistency is one of the most important parts of good communication that drives results.



5 Increase Lead to \$\$ Velocity

Figure out a way to provide real-time dashboards to sales and lead conversion to \$\$ will explode. Great conversations can be had with sellers when there is real-time, relevant data to discuss. There's so much marketing tech out there to help you. Scope out what you want to show, discuss it with sales, and then build it quickly! Bonus points if you have an ops team that can help!

