Tips for Better Marketing & Sales Alignment

Marketing and sales alignment is one of those things that seems like it should just be so. Or, maybe it doesn't seem like that big of a deal. However, it is a HUGE deal and it helps tremendously with efficiency, for both teams.

Plan Together

- Marketers: document a thorough campaign plan detailing the target audience, main message/key value proposition, and lead with offering
- Sales: provide constructive feedback thinking of ALL of your prospects or customers in the target audience. Please do NOT provide feedback based on what you think you need to close one specific deal
- Goal: A cohesive, well-documented plan that both sides agree will drive $$

Develop SLAs, Funnel Stages and Definitions

- Anchor into definitions both sides agree on, and what are acceptable conversion rates
- Don't close the discussion until there is consensus. There "may" need to be some give and take!
- Goal: Ensure both side knows who owns the leads so that they are followed up when they SHOULD BE

Be an Enabler

- Communicate! Via every channel you can think of! Video, Slack, email, blog, SMS!
- Use planning tools to communicate the plan and to ensure the entire team are on the same page, not just those involved in the planning process
- Goal: Everyone in the company is amplifying marketing messages, knows what's in market, and see marketing as a key contributor

Have a Regular Cadence

- Agree on success metrics and track them via a regular meeting. A bi-monthly Zoom will do the trick!
- Create an agenda and stick to it. Be efficient with everyone's time and they'll keep showing up
- Goal: Review of results together to tweak the execution plan when needed

Revisit Quarterly & When Key Players Change

- Prospects, customers, the market, your company - things change rapidly so revisit plans regularly to ensure they are still valid
- Use the regular cadence meeting - don't add extra meetings!
- Goal: Optimize processes to continue to increase revenue contribution from marketing campaigns

KA Marketing
Fractional Marketing that Drives Revenue

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