

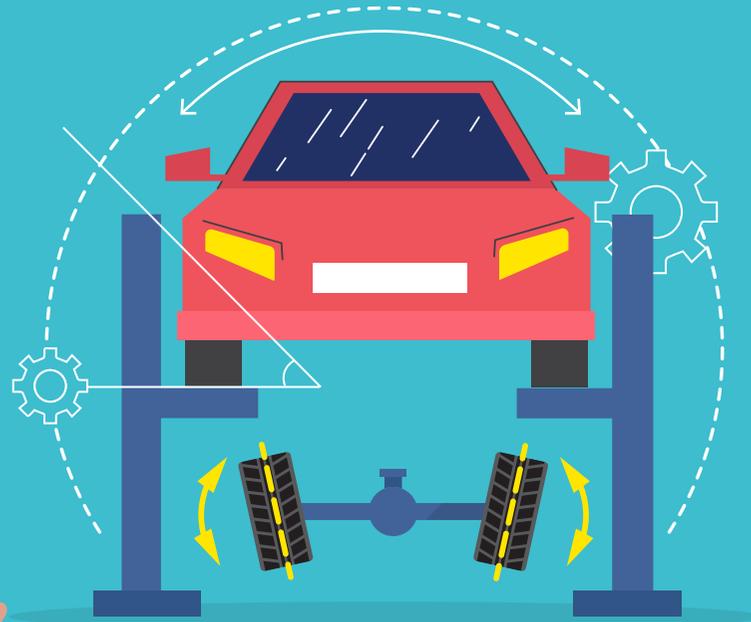
Sales vs marketing: it's time to align!

Sales and marketing departments all too often operate in silos, as if one has nothing to do with the other. Pulling in different directions reduces their overall effectiveness – impacting your bottom line. Apart from a loss of sales, your customer may be left out in the cold. And once a customer moves on, it's that much harder to get them back.



Does this describe your company?

- ✓ Sales and marketing teams work independently, often in separate areas.
- ✓ They have completely different names for the same processes.
- ✓ Marketing reports on leads, and sales reports on revenue
- ✓ Content is often misaligned between the two.



LET'S GET YOU ALIGNED!

Think of your marketing and sales function as a vehicle with the front wheels being marketing and the back wheels sales. Get all these 'wheels' pointed in the same direction and you'll reach your end goal – consistent sales and repeat business – that much quicker.

Here's where it starts:



Step 1

Figure out what appeals to your target market



Step 2

Define a common language for sales and marketing



Step 3

Create core messages that speak to their needs

Agree on a process for working with leads (MQL and SQL)

Sales

The primary goal is to hit quotas and sales volume goals. These are often short term and measured month to month.

VS.

Marketing

Marketing is a 'big picture' function with a primary aim to promote the company, product or service and brand.



Closing thoughts

Keep your eyes on the prize – the customer and their needs! Everything you say and do needs to work towards meeting that one single goal. This is the secret to success.

What's Next?

Still struggling? Get help!

We Explain Stuff has spent the last 16 years helping businesses package and explain their strategies, processes and products in a simple way. We can help you get your communication aligned to ensure a clear, consistent message every time.

Disclaimer: the above examples are by no means intended as a quick fix but rather to give some practical solutions that can work, with practice.