

NEW BREED +



GUIDE



YOUR GUIDE TO MARKETING AND SALES ALIGNMENT

MARKETING + SALES ALIGNMENT

THIS WHITEPAPER SEEKS TO SHOW YOU HOW TO BREAK THE BARRIER BETWEEN YOUR MARKETING AND SALES DEPARTMENTS. YOUR TEAM WILL BE STRONGER AS A RESULT, AND YOUR COMPANY WILL SEE THE EFFECTS WITH A HIGHER RETURN ON YOUR MARKETING INVESTMENT.

In the not-so-distant past, for many B2B companies the responsibility of driving revenue was given to sales. Marketing was, and often still is, an afterthought.

With the rising prominence of inbound strategies, more and more companies are realizing that marketing is a valuable investment.

B2B companies that understand the value generated by their marketing investment often experience tension between their marketing and sales departments. When you think about it, this tension is a natural outcome of the position these departments are put in.

The pressure to deliver results comes from all directions. Unfortunately, people under pressure will often do and say things that they might not otherwise, which gives way to plenty of incentive for people to point fingers at the other side (or department in this case) when things aren't going as well as planned or to take credit when things are going great.

However, fragmented marketing and sales teams don't work effectively for your company. The following steps will help you unify your departments towards a common goal, strengthening their combined efforts.

STEP 1

The first step is to acknowledge the new reality of the B2B buyer's journey. The B2B buyer is now empowered in a way they never were before. The buyer has access and visibility to unprecedented amounts of information at just the click of a mouse. Estimates show that as high as 60% of the buyer's journey is complete before a sales rep gets the chance to form a relationship. Often larger investment decisions (big-ticket items) are now team decisions with a wide range of roles weighing in, from champion, to subject matter expert, to finance and so on.

STEP 2

The second step is to take advantage of the amazing leaps in cloud-based tools that have been made recently. These will not only drive your marketing, but will also give you the magical ingredient to the marketing + sales harmony that has been missing: data.

To get meaningful data, which is now possible for B2B companies of all sizes, you need an integrated marketing automation and CRM suite that will enable you to track your marketing efforts through to revenue.

STEP 3

The third step is to recognize that while there is still a typical buyer's journey, it is now becoming more and more individualized. This requires marketing and sales to partner in ways that historically haven't been necessary, or for some organizations, even possible.

The visibility of where a lead is in the sales cycle, and what the best next steps are, must now be actionable, tracked in real-time and highly individualized. The organizational response at any given time may come from marketing, inside sales or outside sales, depending upon circumstances.

Unifying your marketing and sales team will help provide the real-time insights that guide optimum allocation of internal resources.

STEP 4

The next step is to understand and implement inbound marketing best practices. But it is essential to realize that while inbound marketing is a necessary component of your marketing, it's not the only one. Other pieces include your branding, your website, your sales enablement, your lead management and your customer engagement strategies. Each plays an important role in your marketing mix and, when implemented together, results in an end-to-end solution that delivers customers and drives revenue.

In the B2B space, it's important to stand out. Not only visually, but also with your value proposition and messaging. Over the years, we have found that many of our B2B clients struggle to identify these key aspects of their organization, which is why we recommend working through a branding exercise. As a result, you will discover the essential ingredient for success: your value proposition, meaning what your company does better than anyone else, why your prospects and customers should be excited about it, why they can only get this result from your company and why they can trust your team to deliver.

STEP 5

Once you've uncovered your value proposition, the next step is to ensure your website reflects it. Your website should be your best salesperson,

generating high quality leads for your sales team. But ultimately sales needs to be armed to not only compete (which we refer to as sales enablement), but to win.

Unified marketing + sales ensures that your competitive advantage remains consistent all the way through the buyer's journey, and that your brand positioning and representation supports this. By using inbound marketing best practices, you can begin tracking lead behavior at an individual level. We've found that the best indicator of lead qualification is digital body language, meaning how the lead interacts online.

STEP 6

Armed with the right technology, knowledge and high-quality execution, your marketing + sales teams are in a position to establish a service level agreement (SLA). In this model, marketing and sales have an agreement on lead quantity, scoring and responsibilities for moving the sale forward.

With the SLA in place, your marketing team has the ability to make effective decisions in how to allocate marketing investments to maximize results.

And on the other side, sales can see exactly what marketing is contributing to revenue generation. Marketing is held accountable and is empowered to drive results, and sales is now supported but must share credit where credit is due.

THE MARKETING AND SALES FORMULA

UNIFIED MARKETING + SALES COMBINES:

The expertise and resources to become a new breed of marketing and sales organization, driving a new breed of competitor, one that is precisely positioned for success

+

A technology platform built to make your website your best salesperson, that is responsive to the individual buyer's journey, maximizes marketing and sales efficiency and provides actionable, real-time data through a dashboard that meets the needs of everyone involved

+

A service level agreement where:

- Marketing accepts their responsibility to generate marketing qualified leads (MQL)
- Sales accepts that they must partner with marketing to nurture sales qualified leads (SQL)
- Both sides agree on a lead-scoring model based upon data to identify MQLs and SQLs

+

A brand that is designed to win business and is consistent all the way through the buyer's journey. A positioning that generates excitement about your vision for the future and that elevates you above the competition, generating a level of trust with your prospects that closes deals

MAPPING IT TO THE SALES FUNNEL

From top-of-funnel awareness, to middle-of-funnel brand preference to bottom-of-funnel trust, your marketing must support the sale the whole way through. Miss any of these steps, and you miss the deal.

There has never been a more exciting time to be involved in B2B marketing. Small and mid-market B2B companies now have affordable access to technology platforms and expertise that were once only the domain of the

largest B2B technology firms. These disruptive technologies are changing the game for both marketing and sales.

To compete today you need to integrate your marketing and sales to a depth not possible a few years ago. Fortunately, cost effective, cloud-based, enterprise-level digital platforms give you control and agility, while driving marketing efficiency and insights, which drives results. Your marketing and sales organizations can, and ultimately will, want to work as a team toward a common goal when given the ability and the support necessary.

The New Breed Marketing + Sales Model



RELATED SOLUTIONS

FULL-FUNNEL MARKETING + SALES SOLUTIONS.
PROVEN SOLUTIONS FOR EVERY STAGE OF THE FUNNEL.



Sales-Ready Website

Transform your website from a standard digital brochure into a powerful lead-generation machine. Attract the right visitors, generate better qualified leads and grow your business one conversion at a time.



Conversion Optimization

Our conversion optimization program goes beyond increasing submission rates for your existing assets. It allows for the creation and measurement of future assets, too — all tracking toward your one big KPI.



Inbound Marketing

Combining proven campaign plans with the details of your business, we design inbound marketing initiatives that work with your ongoing strategies and programs. And we're always tracking those initiatives to your most important goal: revenue.



Revenue Operations

Get the support you need to develop both business and technical processes within your Salesforce — plus an on-call consultant who knows your sales process in and out.



Search Engine Marketing

Achieve continued site enhancements, gain higher search rankings and improve site optimization with updated strategies and monthly support.



Content Development

Content is the fuel for your inbound program. From on-site conversion points to long-term nurture tracks, every content type can assist your prospects, boost your credibility and contribute to your bottom line.

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