



# Aligning Sales and Marketing Today

Workshop Leaders:

John Kratz – [jkratz@visiongroupmn.com](mailto:jkratz@visiongroupmn.com)

Ken Jondahl – [kjondahl@visiongroupmn.com](mailto:kjondahl@visiongroupmn.com)



CENTER FOR ECONOMIC  
DEVELOPMENT



**Labovitz**  
SCHOOL OF BUSINESS & ECONOMICS

# Workshop Topics

- Tactical take-a-ways from “*Smart Selling in Tough Times.*”
- Why is sales and marketing alignment important?
- Aligning sales and marketing “messaging” around your customer’s *compelling* needs.
- How to make your messaging *stick* with customers/prospects.



# Smart Selling in Tough Times- Recap

- Buying decisions are taking longer
- Decisions are moving higher in organizations
  - ✓ Aim your marketing campaigns higher at both new and existing customers
- Have an aligned sales and marketing process to work with buying committees

# How Bad is it Really?



*“An economic downturn is a terrible thing to waste!”*

# Why Sales and Marketing Alignment is Important?

A 2005 Survey of 1400 marketing professionals from 84 countries indicated those businesses which report the greatest success in aligning Sales and Marketing:

- Grew 5.4% faster year-over-year than their competitors.
- Churned 36% fewer of their customers to competitors each year
- Were 38% better at closing proposals than non-aligned businesses.

# Bad things happen when sales and marketing are not aligned.....

- “Up to 90% of sales collateral created by marketing is never used by sales.”
- This forces sales people to develop “messaging” on the fly

# Shouldn't These Be Consistent?

Marketing  
Messages

=



“When they are not consistent, the burden of positioning your offerings falls, by default, on the shoulders of salespeople.”

# Common Sales and Marketing Issues

- Our sales and marketing departments are not on the same page
- We outsource our marketing communications to an agency
- I'm a small business – “I wear both hats”
- The majority of our marketing collateral is not used by sales
- Our marketing messages don't seem to be connecting with our prospects
- Other compelling issues?



# Presentation Paradigms

- *Disqualify* vs. qualify your leads
- It's not about *"IT"*, it's about *what you can do with "IT"*

# Strategic vs. Tactical Marketing

## Strategic Marketing

- Branding
- Positioning
- New Products

## Tactical Marketing

- Lead Generation
- Lead Nurturing
- Sales Tools and Collateral

# Tactical Marketing vs. Sales

Marketing is for *Reach!*

- Find and Nurture Leads
- Create Platform for Conversations
- Support Sales

Selling is for *Conversion!*

- Convert Leads to Prospects
- Convert Prospects to Customers
- Retain Customers

# Where Do You Lose the Race?



Without a formal definition of what is a *qualified lead*, organizations will struggle with issues between sales and marketing

Marketing gets measured on *quantity* of leads while sales is measured on the *quality* of leads

# Presentation Paradigms

- ***Disqualify vs. qualify your leads!***
- It's not about *"IT"*, it's about what *you can do with "IT"*

# What Are Aligned Businesses Doing?

- More likely to qualify leads prior to passing on to sales
- Measure marketing on % of leads sales converts to meetings
- Marketing is more likely to use press releases and white papers as key tactics

# Most Relevant Content For Prospects?

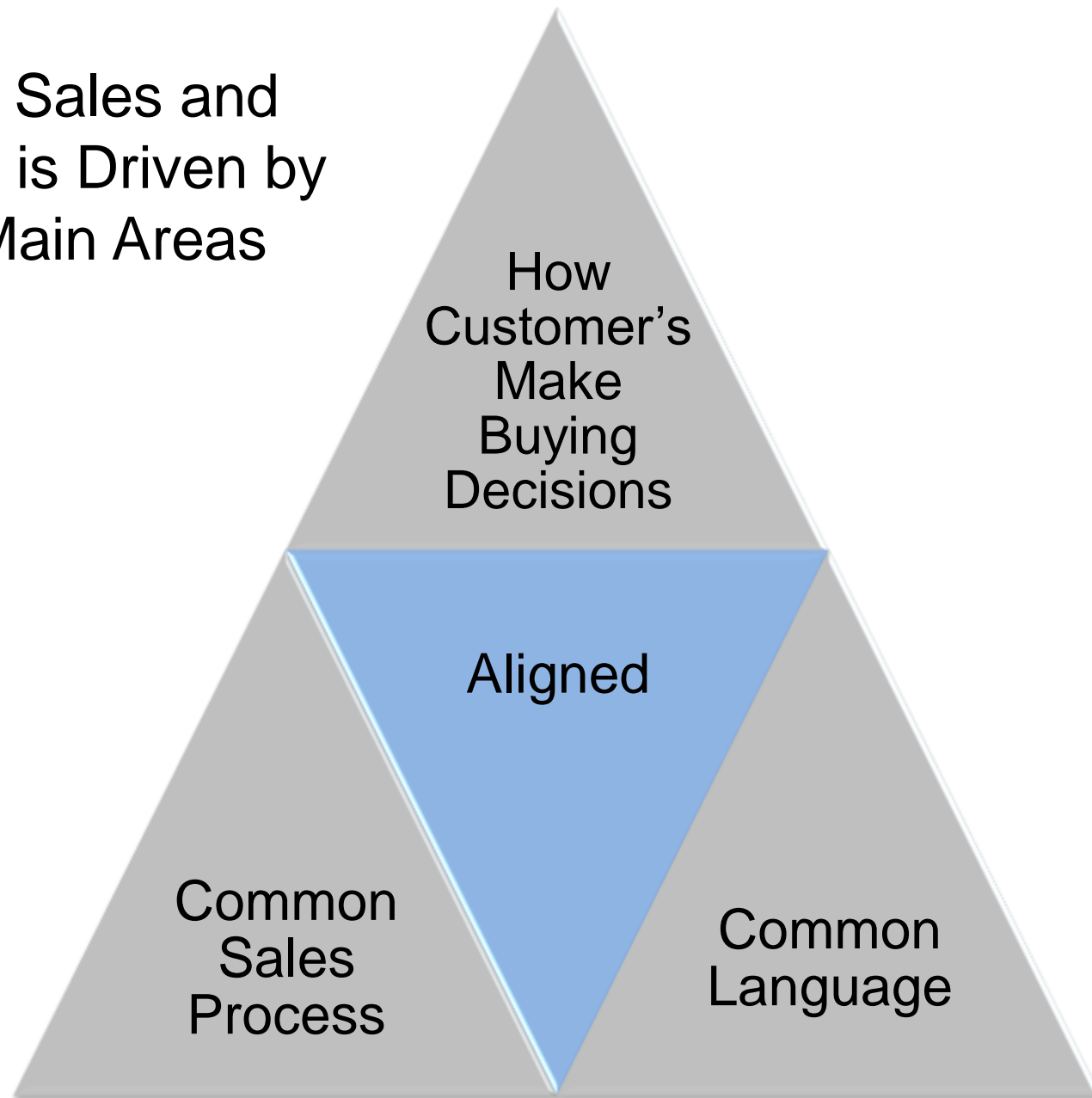
1. **Specific industry** (82% found this significantly or somewhat more valuable)
2. **Job function** (67% found this significantly or somewhat more valuable)
3. **Company size** (59% found this significantly or somewhat more valuable)

# Questions For PR's, White Papers, Success Stories

Who?	Job title/function and specific market/industry
What?	The <i>compelling</i> need of your customer
Why?	Contributing reasons/issues which prevent your customer from achieving their needs
How?	How the product/service is to meet/address the customers need <i>used</i>
Value?	Give measurement (#, \$ or %) of improvements achieved



# Aligning Sales and Marketing is Driven by Three Main Areas





Would you choose 500 GB for \$109 or 1000 GB for \$119, both are plug and play USB?

Is it the product features or the *usage* which determines your final choice?

# Presentation Paradigms

- *Disqualify* vs. qualify your leads
- **It's not about "IT", it's about *what you can do with "IT"***

# Take Away Considerations

1. Align sales and marketing around:
  - ✓ common sales process
  - ✓ common language
  - ✓ how your customers make buying decisions
2. Focus your product/feature messages on your customers *compelling* needs driven by value
3. Convert product “*features*” to product “*usage*”

# Questions?



**"Now remember, you can fool some of the people all of the time. Those are the ones you need to concentrate on."**