

How to accelerate growth by aligning sales & marketing in your business

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**'DECISIONS TAKE TOO LONG
– WE CAN'T KEEP UP WITH
OUR MARKETS.'**

**'WE HAVE TOO MUCH
DATA, BUT NOT ENOUGH
OF THE RIGHT DATA TO
MAKE DECISIONS.'**

'WE CAN'T PRODUCE ENOUGH LEADS.'

**'WE'RE SPENDING TOO MUCH TIME
CHASING THE WRONG CUSTOMERS.'**

**'IT COSTS TOO MUCH TO CHASE
AND WIN THE BIG DEALS.'**

**'WE'RE MAKING TOO
MANY SALES CALLS THAT
AREN'T GETTING US
BUSINESS NOW.'**

**'OUR MARKETING
ISN'T WORKING
HARD ENOUGH.'**

**'WE'RE NOT MAKING
ENOUGH SALES CALLS.'**

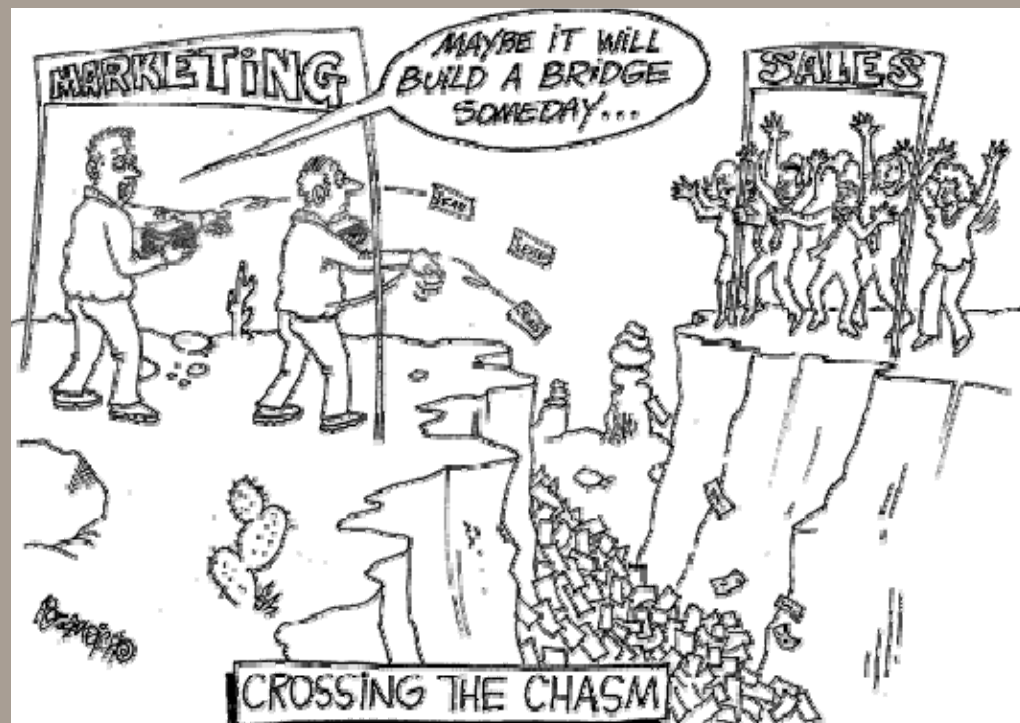
**'EVERYONE'S
FRANTICALLY BUSY
– BUT WE STILL CAN'T
SEEM TO GET AHEAD.'**

**'WE'RE GROWING – BUT
NOT FAST ENOUGH.'**

**'I FEEL LIKE I'M
DRINKING FROM
A FIRE HOSE.'**

Why alignment matters

- ▶ What happens if you're aligned?
- ▶ And if you aren't?
- ▶ Who cares?



Aligned
businesses grow
faster...

5.4

38

36

Source: MathMarketing & MarketingProfs.Com

Why businesses struggle to align sales & marketing



There's no clear plan

- ▶ Bad plans, multiple plans, no plan
- ▶ Sales build their plans for accounts and opportunities
- ▶ Marketing build their plans for campaigns

They lack the right
skills



They're accountable for the wrong things

Marketing's accountable for leads

- ▶ You'll get a truck-load of leads

Marketing's measured on cost-per-lead

- ▶ You'll get a truck-load of cheap leads

Sales is accountable for closing deals

- ▶ You'll go from feast to famine

Sound familiar?

Marketing: 'We sent you 250 good leads in May – what happened to them?'

Sales: 'Those leads were rubbish'

Marketing: 'Did you even call them?'

Sales: 'Yeah'

Marketing: 'How many meetings did you get?'

Sales: 'Don't know, but not many'

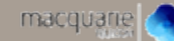
Marketing: 'How many sales then?'

Sales: 'One, and it was already in the funnel'

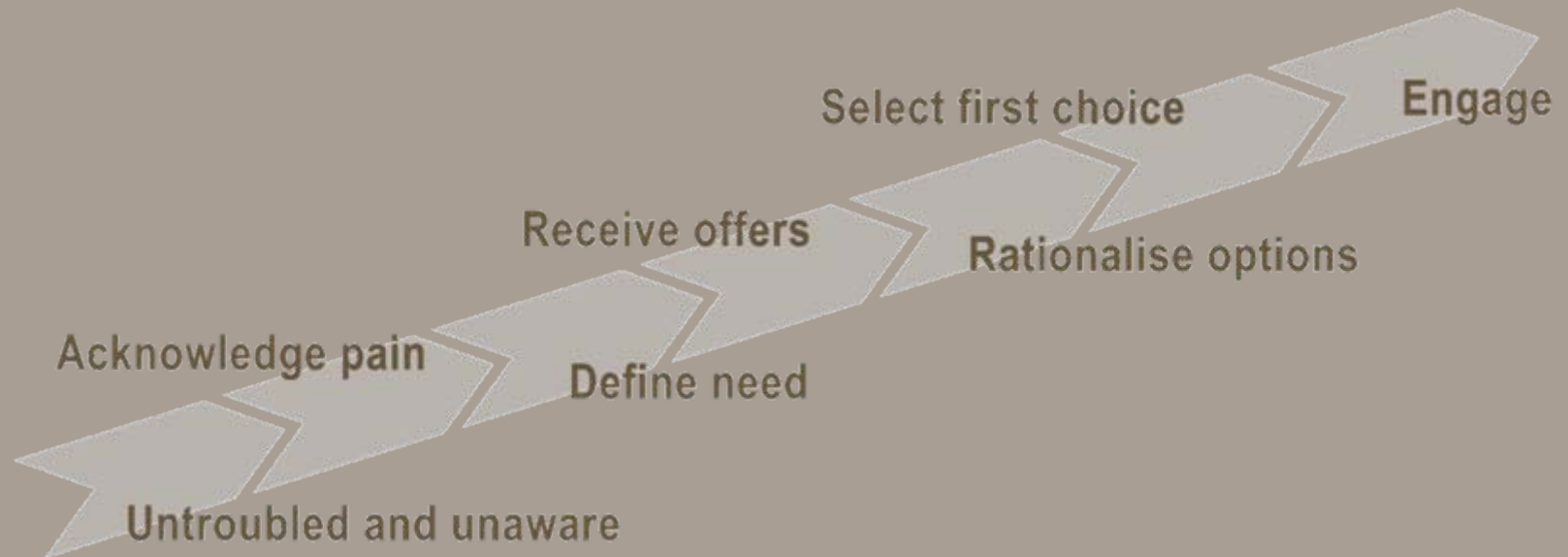
▶ So, what's broken?



The 3 proven steps to aligning sales & marketing to accelerate growth in your business



1. Have a shared view around the whole buyers' journey

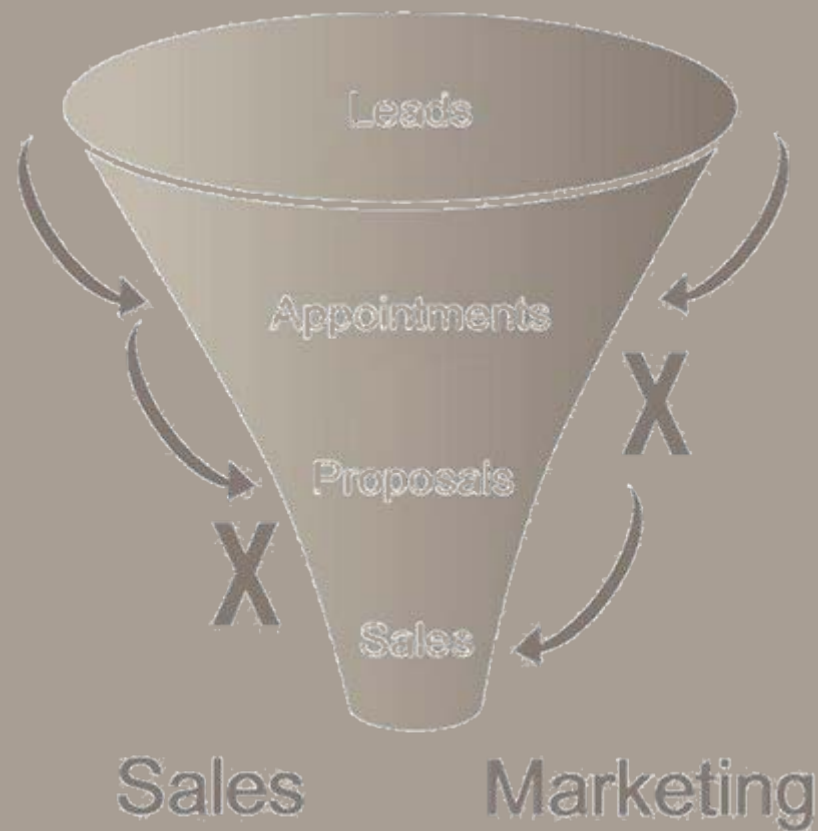


2. Build a sales & marketing plan around that journey

- ▶ Plans must be:
- Jointly built and owned
 - Describing how to progress buyers
 - Blisteringly clear
 - Highly actionable



3. Measure what you want to change



How aligned are sales & marketing in your business?

- ▶ Do you have a shared view of the buyers' journey?
- ▶ Do you have a single plan around a shared view of success and failure?
- ▶ Do you measure the right stuff?

The wisdom of the
Dakota Indians...



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