

ARE YOUR SALES AND MARKETING TEAMS ALIGNED TO WHAT CUSTOMERS VALUE?

TAKE OUR ASSESSMENT TO SEE
IF YOU ARE ON THE SAME PATH

SHAKE =
MARKETING GROUP

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INTRO

Highly aligned organizations produce 32% more revenue - while their less aligned competitors decrease revenue by 7% ABERDEEN GROUP

WHY ALIGNMENT MATTERS

In today's omnichannel world where potential buyers get lots of product and company information online, it is crucial that sales and marketing are aligned to customer needs.

Because:

- 67% of buyers have a clear picture of the solution they want before they engage a sales rep (Sirius Decisions).
- CEB research showed that B2B buyers tend to be over 60% of the way through the sales process before they contact a sales-person.
- 94% of customers say they have disengaged with organisations because they are being sent irrelevant 'content'

We believe that, in order to grow fast, sales and marketing teams need to grow up and align. They need to work together to truly understand their customers' needs, wants, motivations and pain points so that they can offer compelling value.

Effective alignment generates more revenue for your company and saves millions of dollars on ineffective content and no deals.

GETTING STARTED:

The assessment is divided into two parts.

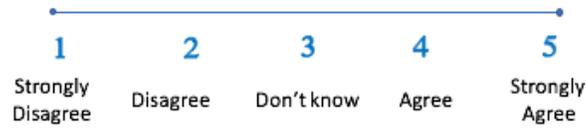
Part A: Assesses how well your internal sales and marketing teams are aligned.

Part B: Assesses how well your teams are aligned to the customer.

Answer the questions in each section, then add up your score to get your results.

ASSESSMENT: PART A

Let's evaluate how well your *internal teams* are aligned currently.



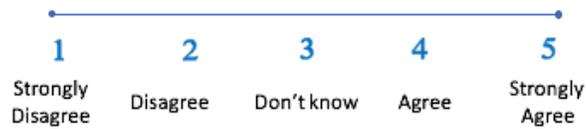
On a scale of 1 to 5, answer the following questions.
Marketing and Sales...

- | | | | | | |
|--|---|---|---|---|---|
| 1. Have an agreed set of shared goals. | 1 | 2 | 3 | 4 | 5 |
| 2. Have clear integrated roles and responsibilities. | 1 | 2 | 3 | 4 | 5 |
| 3. Have a clear definition of a good quality sales lead. | 1 | 2 | 3 | 4 | 5 |
| 4. Have a clear definition of our value proposition. | 1 | 2 | 3 | 4 | 5 |
| 5. Talk formally and informally about what's important to customers. | 1 | 2 | 3 | 4 | 5 |
| 6. Work jointly on developing value propositions. | 1 | 2 | 3 | 4 | 5 |
| 7. Work together to create new marketing content. | 1 | 2 | 3 | 4 | 5 |

TOTAL SCORE:

ASSESSMENT: PART B

Now let's see how aligned your team is to the *customer*.



On a scale of 1 to 5, answer the following questions.
Marketing and Sales...

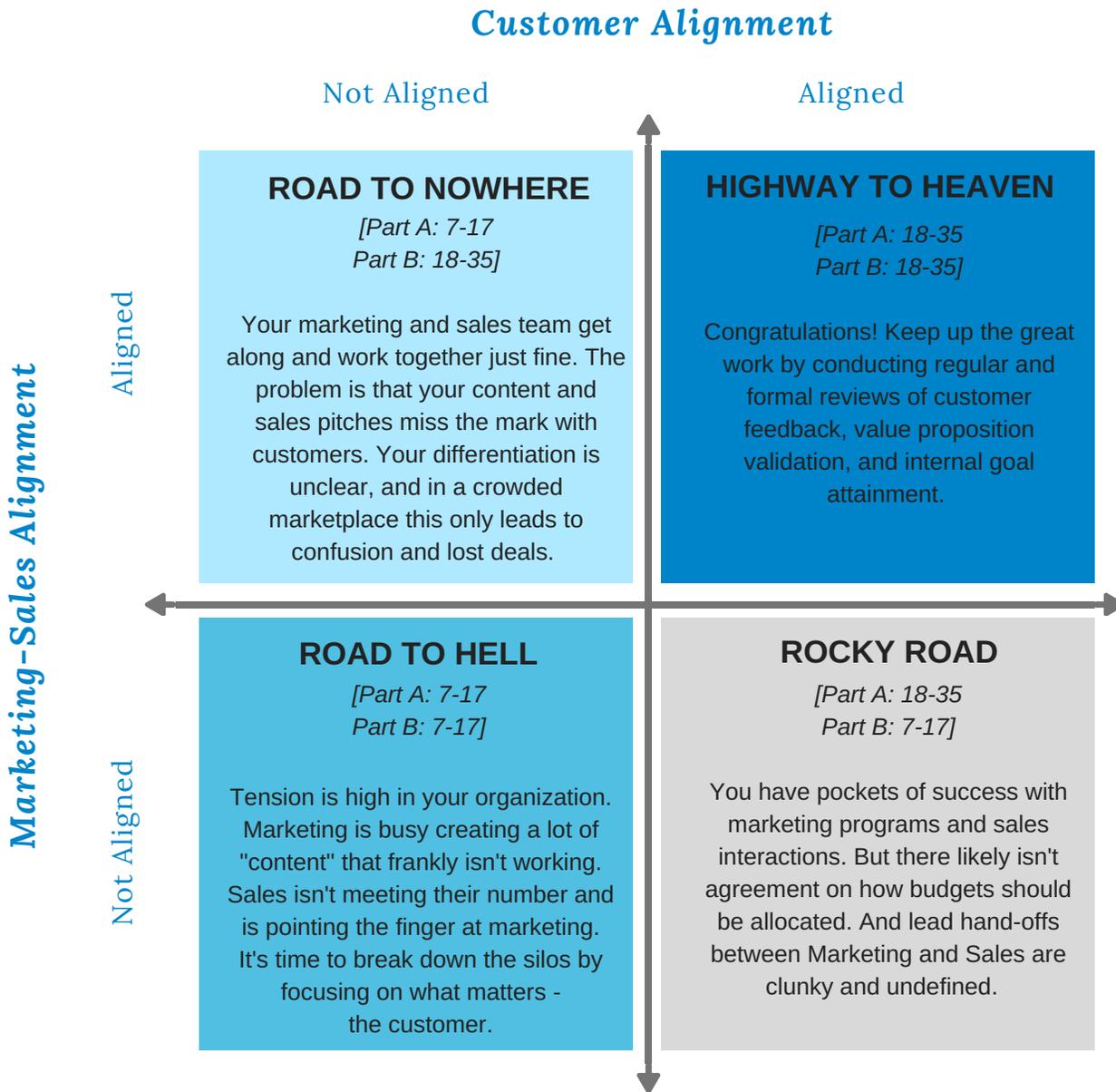
- | | | | | | |
|--|---|---|---|---|---|
| 8. Marketing and Sales are aligned around what customers want. | 1 | 2 | 3 | 4 | 5 |
| 9. Our sales team is regularly asked to provide feedback from customers. | 1 | 2 | 3 | 4 | 5 |
| 10. We know why our customers choose to buy from us. | 1 | 2 | 3 | 4 | 5 |
| 11. Marketing and Sales share input frequently about what is important to customers. | 1 | 2 | 3 | 4 | 5 |
| 12. We involve customers to validate new value propositions. | 1 | 2 | 3 | 4 | 5 |
| 13. We are clear about what sets us apart from our competitors. | 1 | 2 | 3 | 4 | 5 |
| 14. We seek input regularly from customers. | 1 | 2 | 3 | 4 | 5 |

TOTAL SCORE:

HOW DID YOU DO?

Check out your results below.

How well did you score? Based on your result, review our set of recommendations on the following pages to ensure that your messaging clearly resonates with your customers and prospects.





ROAD TO HELL

[PART A: 7-17 | PART B: 7-17]

There are two major problems to address:

First – there is a lack of understanding of what motivates the customer. You are likely producing marketing content to appease the Sales and/or Product team, and the messaging tends to be internally focused.

Second – Marketing and Sales are speaking different languages. Although both organizations aim to increase customer revenue, neither team fully understands how they can work together.

We don't want to be all doom and gloom, but it's time to recognize that the longer you stay on this path, the more likely it is that your company will not survive. If you allow marketing and sales to work *against* each other instead of *with* each other, you will create a high-stress, pressure-filled environment in which all of your best employees eventually leave.

TAKE ACTION:

- Start taking steps to bridge the gap between the two departments: Are roles and responsibilities clearly outlined between the two groups? Do you have solid processes in place to handle customer inquiries and sales? Where are the breakdowns occurring?
- Conduct customer research to determine what it's like to buy your products or services.
- Build a small cross-functional task force to create buyer personas to share with the rest of your organization. By better understanding who your customers are and what they need, you can break down internal barriers and ensure that everyone in your organization is playing on the same team.



You may think you are on a good path. Marketing and Sales get along well and make an effort to produce a steady stream of content. The messaging is consistent and represents the brand well. The problem is that none of the content resonates with the customer. You haven't spent the time to truly understand what the customer really wants or needs before setting off on a path to create marketing materials. Marketing likely has a difficult time demonstrating the ROI on any of their marketing tactics.

ROAD TO NOWHERE

[PART A: 7-17
PART B: 18-35]

TAKE ACTION:

- Take off the blinders. While your marketing and sales teams are playing nicely together, the impact of your efforts aren't getting you anywhere. Start by having each department map out their ideal customer profile, then compare notes. Are you both aligned to the same customer segment? If not – use customer data and sales feedback to help ensure that you are focused on the most profitable, long-term relationships.
- Gain a deeper understanding of your customer so that you can better serve them. What are their needs and pain points? What motivates them? Who else is involved in the buying process? Which of your competitors do they typically engage?
- Once you have a better understanding of your customer, choose one product and document how a prospect goes through their buying journey - from “unaware” to “loyal fan”. Take note of the pivotal interactions along the way and determine how marketing or sales can add value during these interactions to help customers along. Rather than trying to produce a massive amount of content, focus on quality and clearly outline your goals and objectives for each piece of content.

ROCKY ROAD

[PART A: 18-35 | PART B: 7-17]



Your organization is operating in silos. Sales may be doing a great job conducting 1:1 customer conversations, collecting customer feedback and adjusting their product offering accordingly. But they may feel like they are doing it all on their own.

The problem is that this approach isn't scalable, and certainly not consistent in the customer's eyes – who may visit your website or resource center (managed by Marketing) only to receive two different messages.

TAKE ACTION:

- You can feel the tension inside your organization. Sales and Marketing are pointing fingers at each other as the “reason” for not meeting revenue targets. Break down the barriers by bringing the focus back to the customer. Remember – you are both on the same side. Start by agreeing upon the ultimate goal you are trying to achieve. How can you break this into small steps or tasks to assign to either marketing or sales?
- Let's look at it from your customer's point of view. How does a prospect become aware of your products and services? When they need help or have a question during their decision-making process, how do they get the answers? When they raise their hand to speak to sales, how long does it take to get a call back? By putting yourself in the customer's shoes, you can stop pointing fingers internally and start addressing the breakdowns that may be occurring throughout their experience with your company.

HIGHWAY TO HEAVEN

[PART A: 18-35 | PART B: 18-35]

Well done! It's no small task to be operating as smoothly as you are.

You understand what motivates the customer. You commission regular research and harness sales feedback from customer interactions. This leads to the creation of relevant and worthy content, and a healthy working relationship between the marketing and sales organizations. From this platform, you need to consistently execute through sales and marketing channels to drive growth.

TAKE ACTION:

- Ensure that your marketing and sales teams are operating under a common set of shared metrics and goals.
- Optimize the alignment you've built by reviewing your progress frequently and dynamically adjust any areas that aren't working.
- Meet frequently with your sales team to ensure that everyone is telling a cohesive and consistent story to the customer.
- Be especially mindful to apply the same practices when expanding your business into new product lines and/or territories.

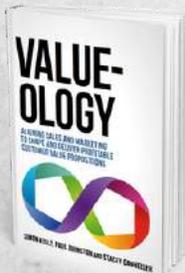


FINAL THOUGHTS

Remember, taking time to set your marketing and sales teams up for success not only benefits your internal organization but also your customers.

Tips to be successful:

- There is no one size fits all. Every organization needs to "do the work" to identify and address gaps.
- Change takes time. But it's worth it.
- Consider 3rd party led workshops to help draw out the issues and begin to develop a plan to improve alignment.



For more tools and insights, check out our new book,
***Value-ology: Aligning Sales and Marketing to Shape and
Deliver Profitable Customer Value Propositions.***

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