

# Trends in Marketing & Sales Alignment

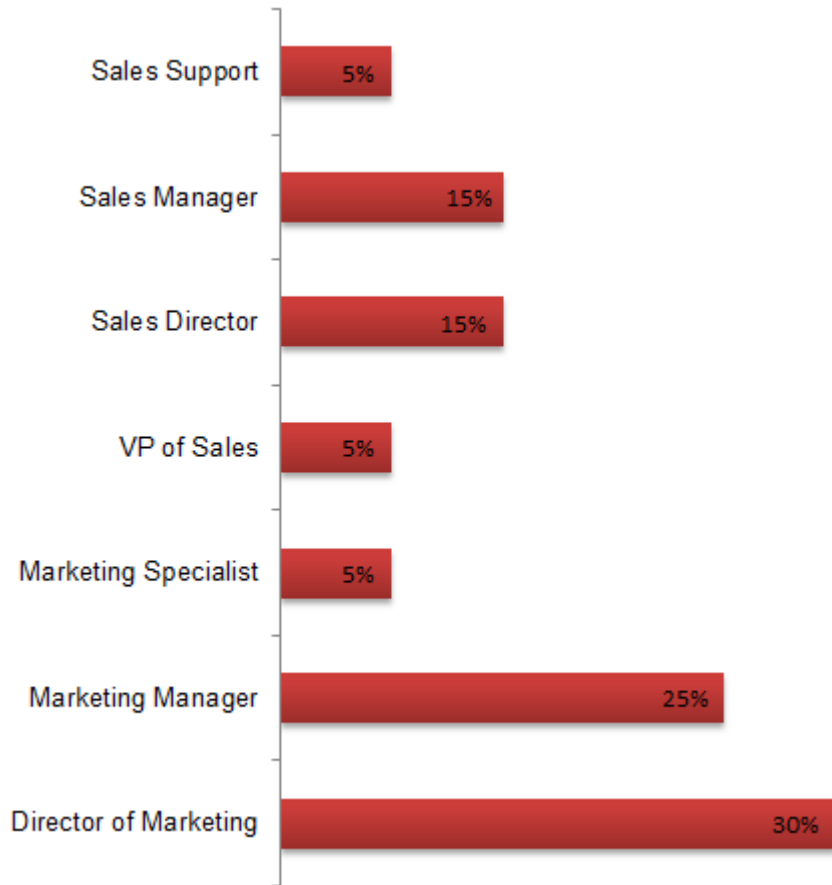
Pipitone Group launched its State of Marketing and Sales Alignment survey in February of 2013. The specific objectives of the research were to:

1. Evaluate perceived effectiveness of marketing tactics against broader business goals.
2. Assess the typical lead collection and communication process of business-to-business organizations.
3. Evaluate perceived alignment between a typical business-to-business organization.

The following data represents composite results based on survey feedback.

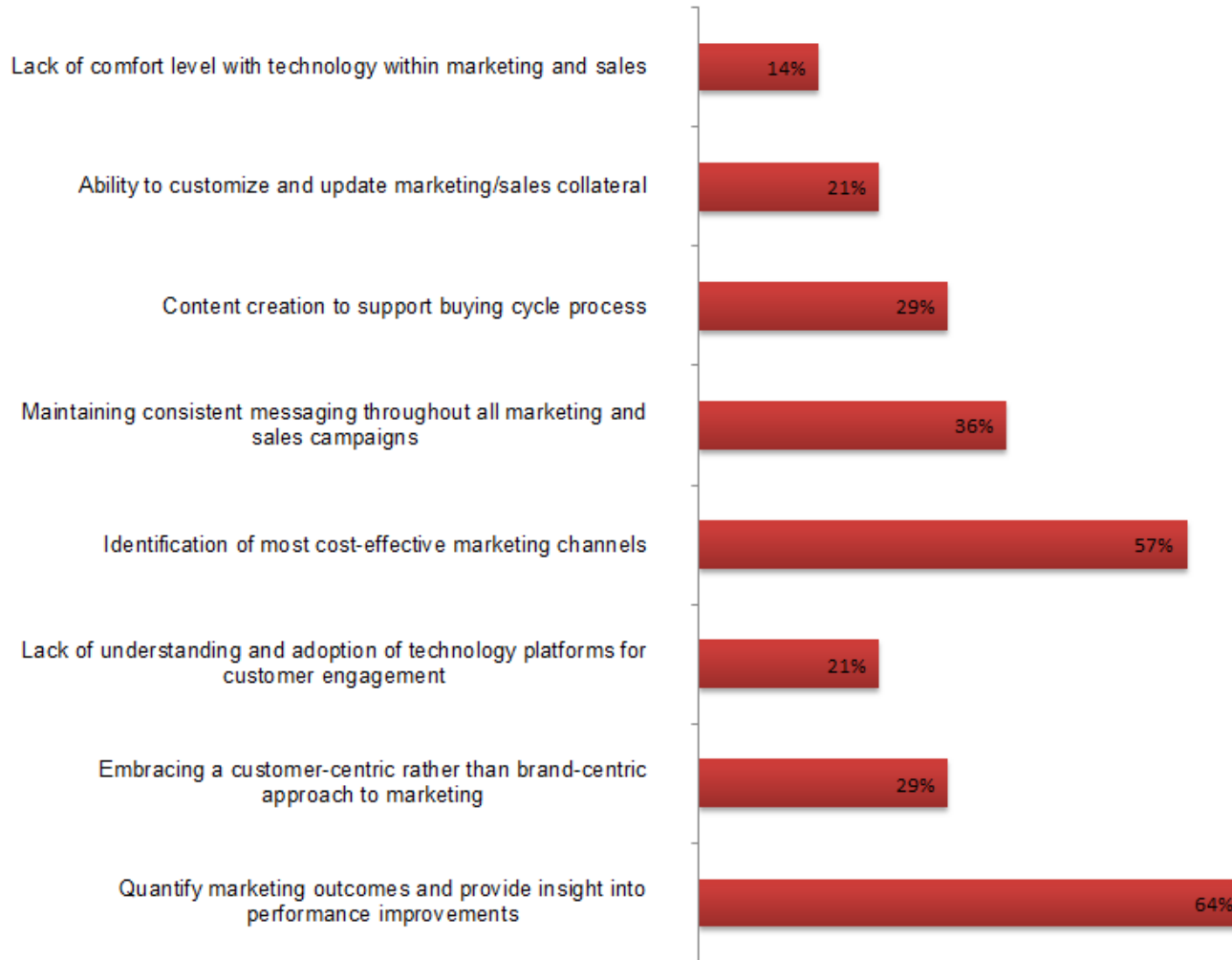
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Please select a position that most accurately describes your role in the organization



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Please select your top 3 challenges as they relate to developing and/or executing a successful marketing plan



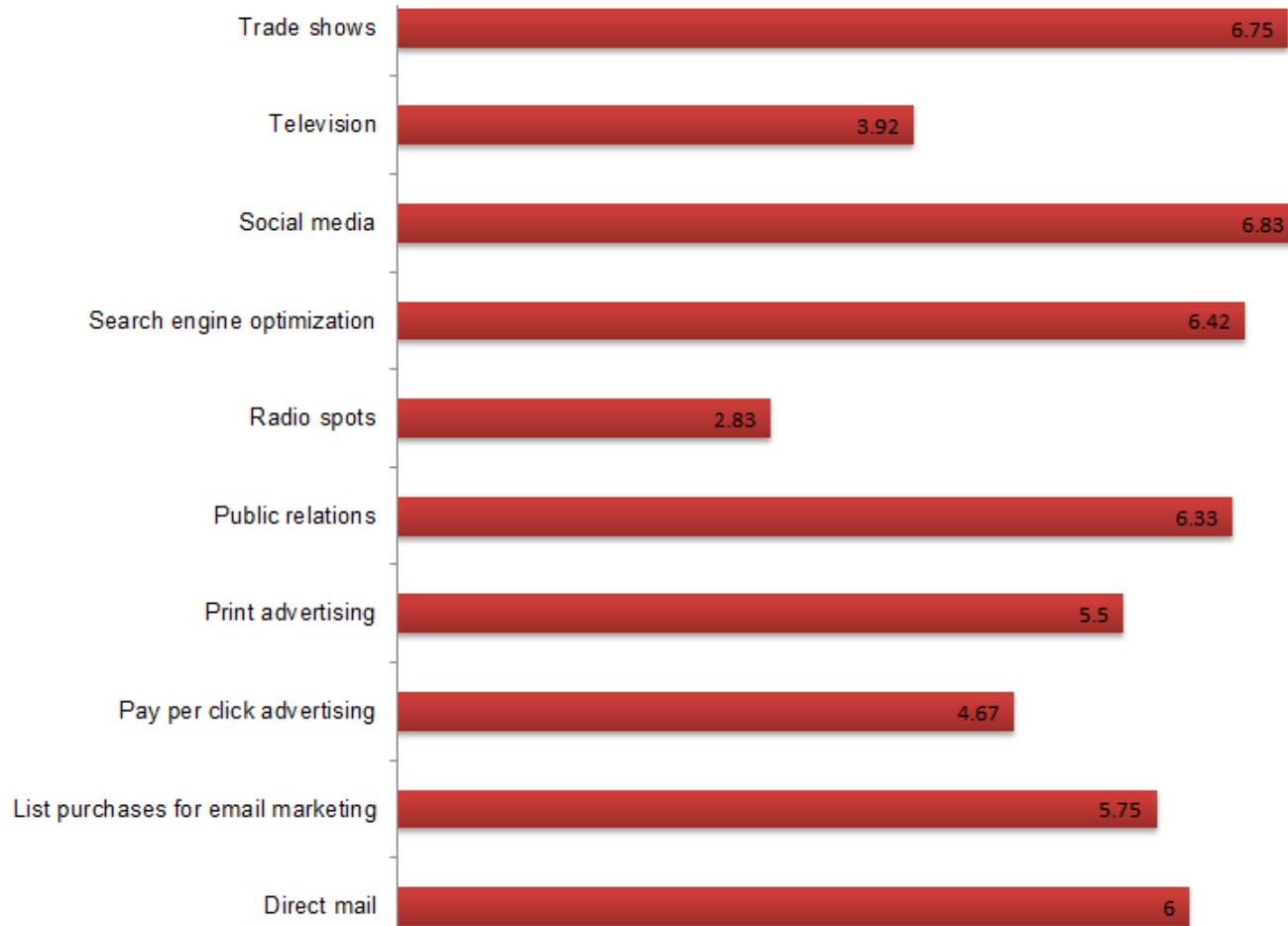
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How are the marketing functions within your company accomplished?



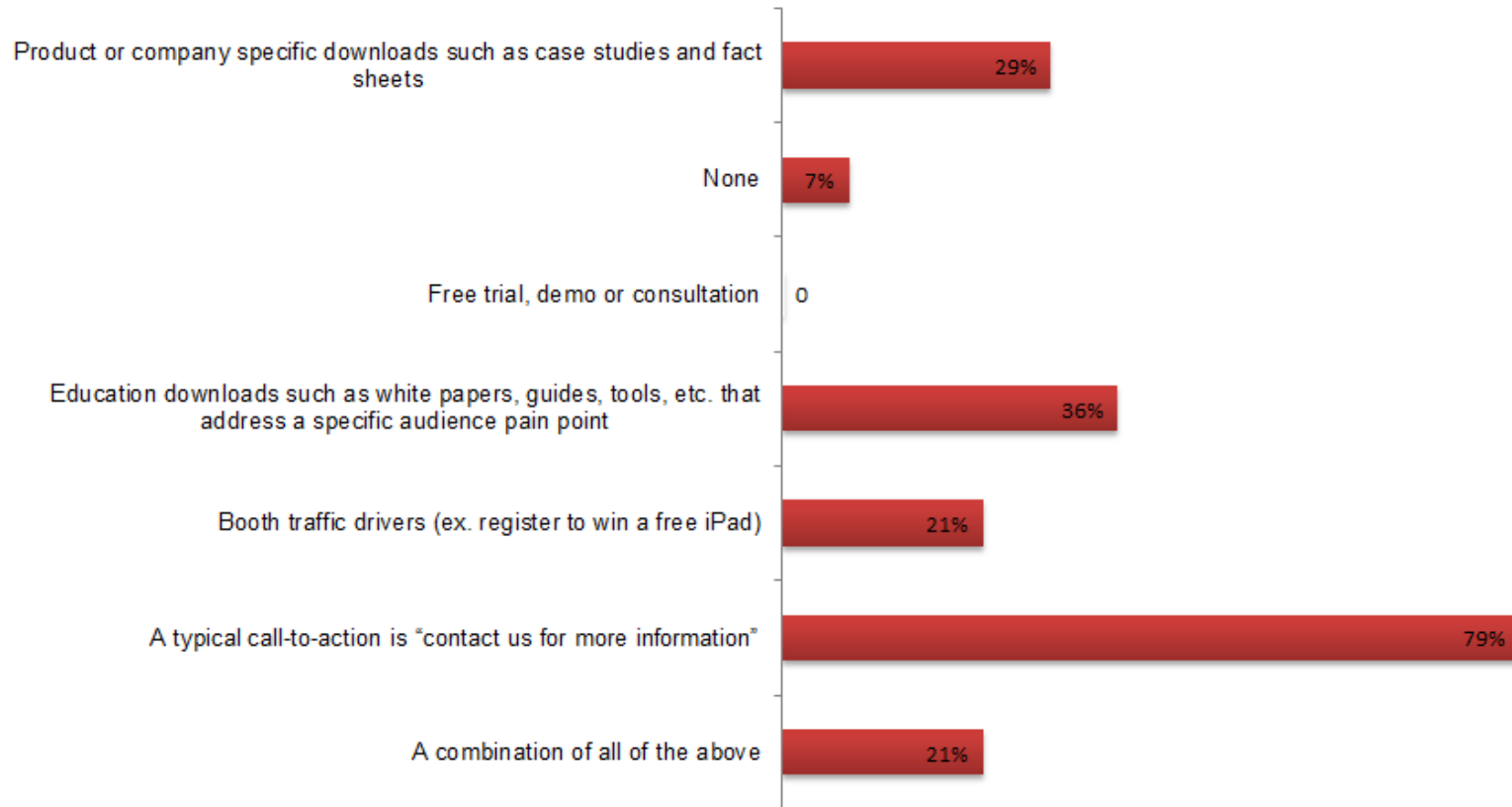
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On a 1-10 scale, with 10 being most effective and one being least effective, please rank the performance (quality and quantity) of the communication channels that generate leads for your company.



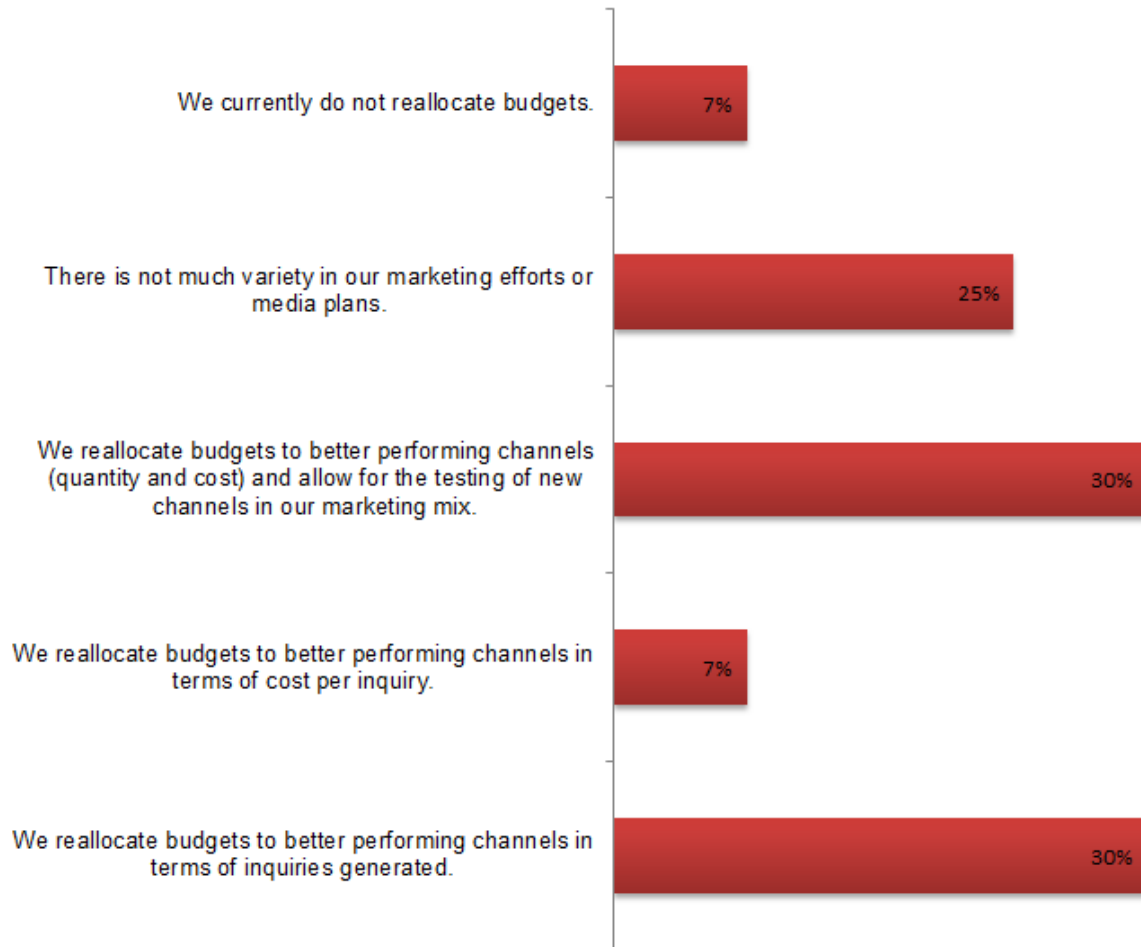
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What calls-to-action are you using in exchange for new prospect information? (Check all that apply)



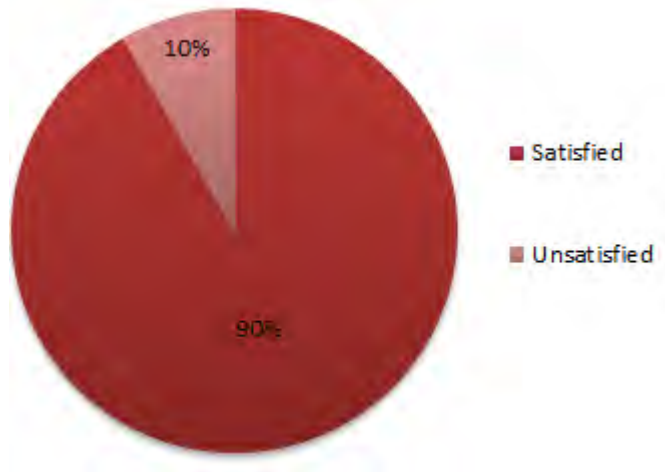
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How are you optimizing marketing efforts for maximum return?



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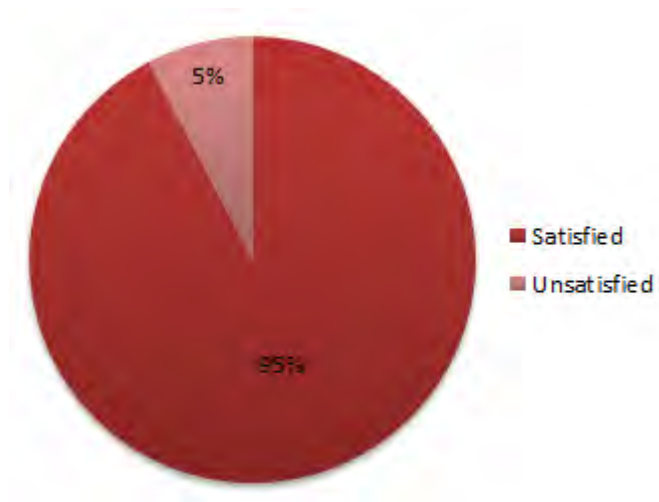
Do you feel that you are collecting qualified leads/prospects?





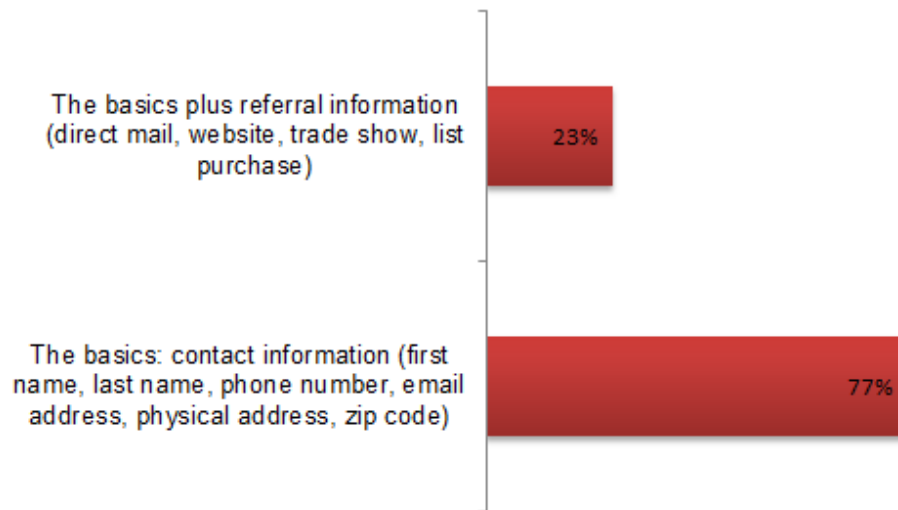
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Do you feel that you are collecting enough (quantity) leads/prospects?



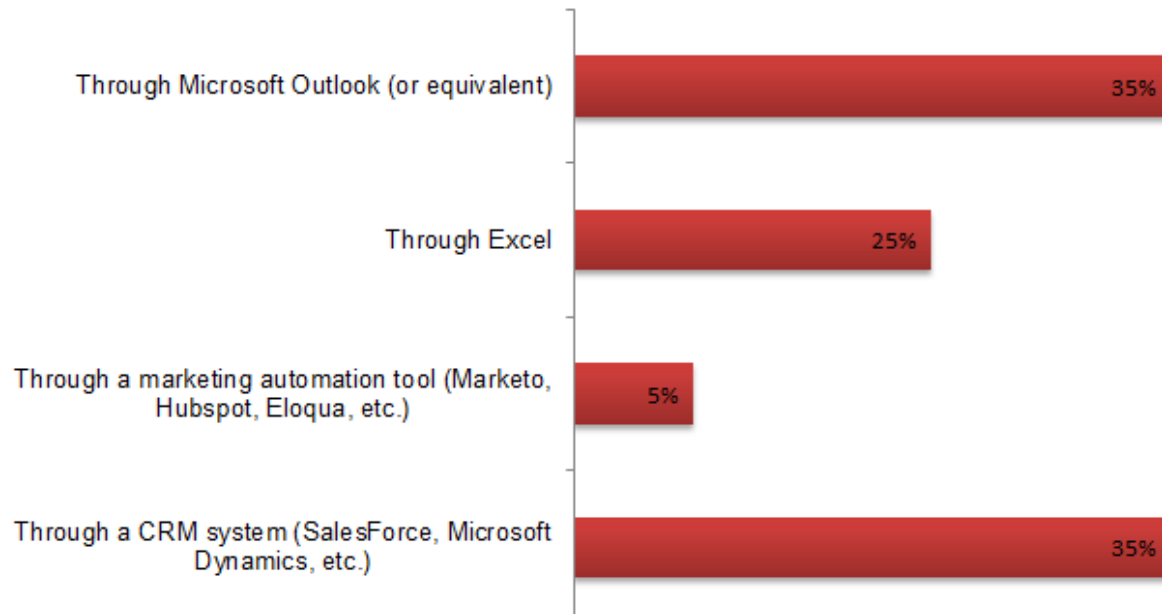
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What type of prospect data do you initially collect (as a first touch point)?



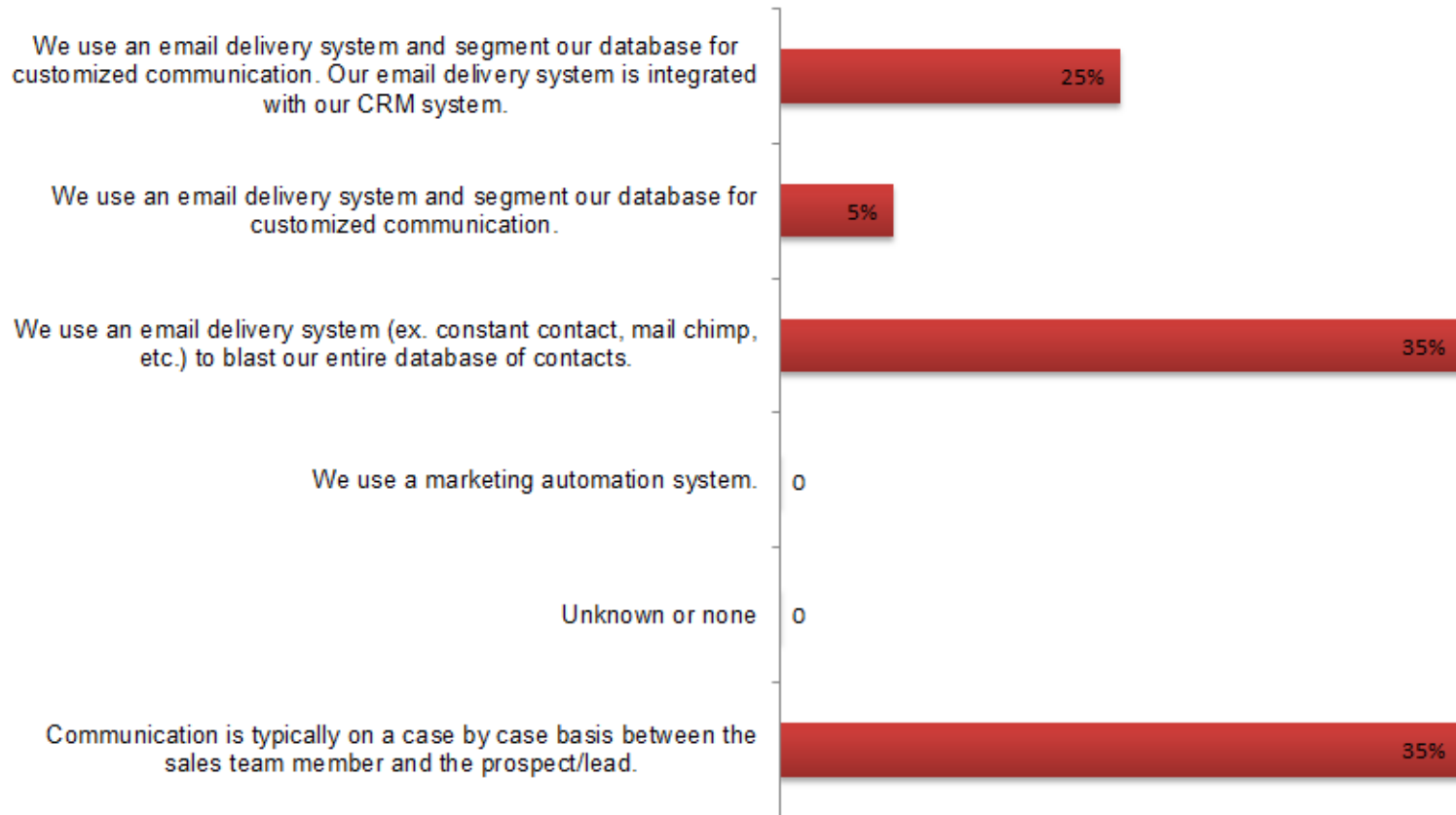
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## How are you currently maintaining your prospect data



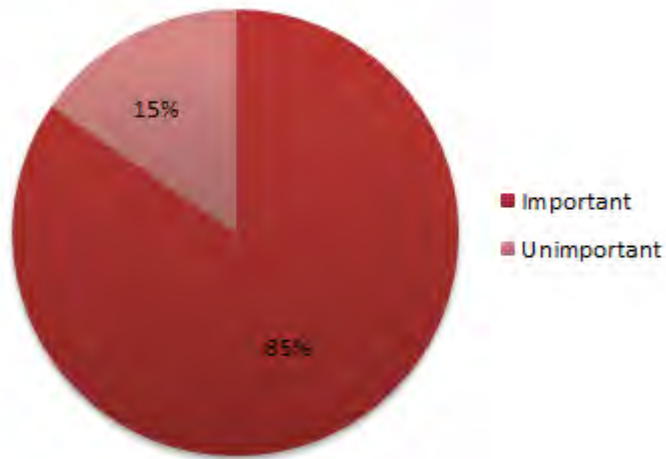
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What is your process for communicating with your prospect/lead database?



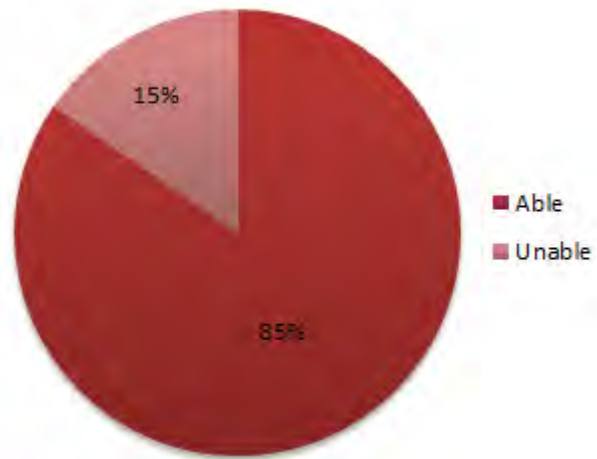
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Is it important to have personalized collateral to communicate with your prospect/lead database?



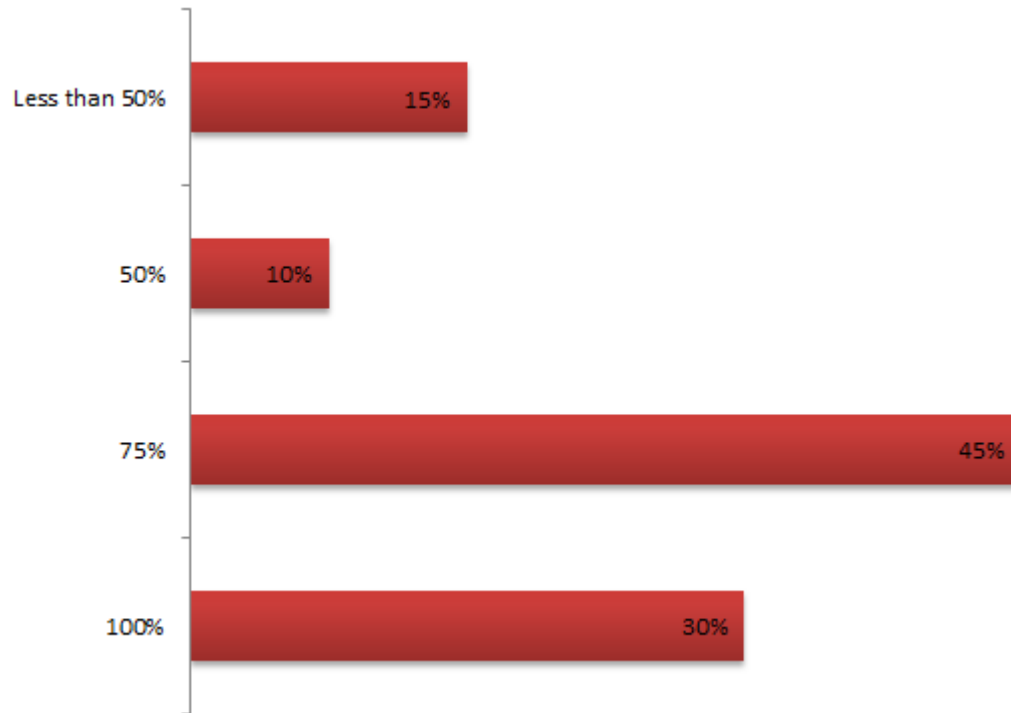
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Do you have the ability to personalize your sales collateral?



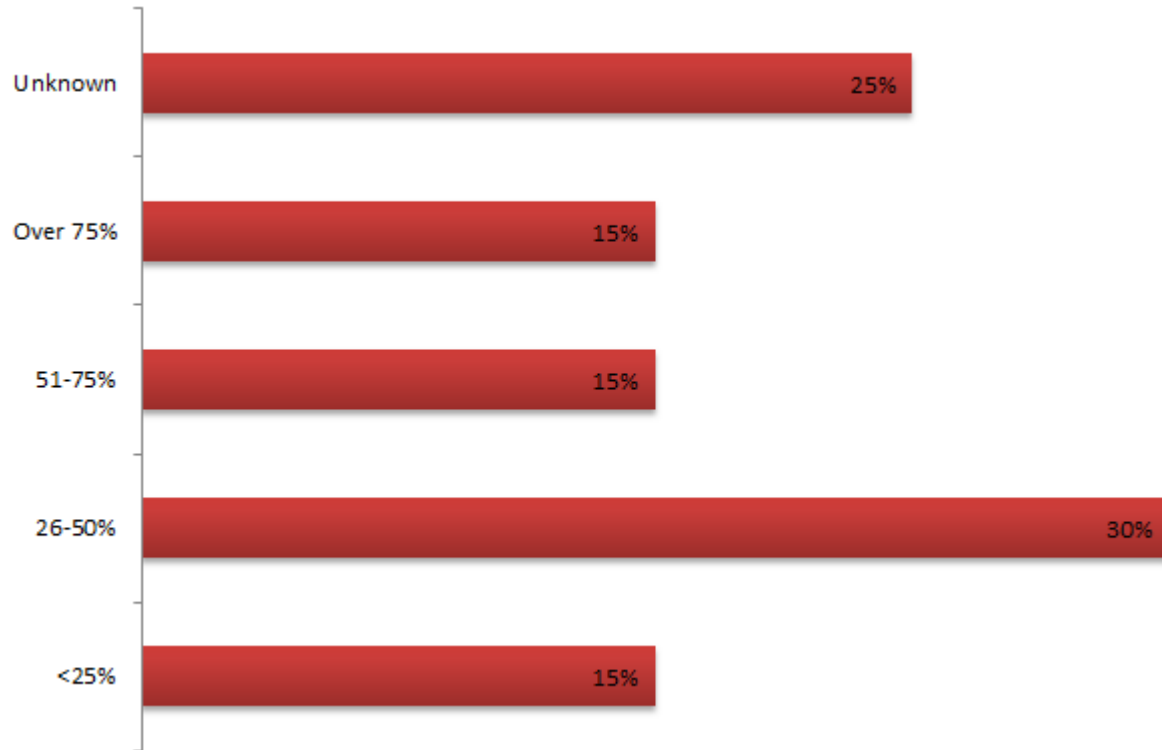
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Typically, what is the percentage closed of the leads sent to sales by marketing?



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# Trends in Marketing & Sales Alignment

On a scale of 1-10, ten being the highest, how would you rate your sales/marketing alignment?

