

THOMA

{ LIVE YOUR BRAND }

HOW TO BE IN SYNC:

ALIGNING SALES AND MARKETING
FOR BETTER BUSINESS GROWTH



INTRODUCTION

Sadly, this ebook is not about how to join a retired boy band from the nineties. Happily, this ebook is a guide for helping you grow your business.

We're talking about aligning your sales and marketing practices into an integrated effort to increase revenue.



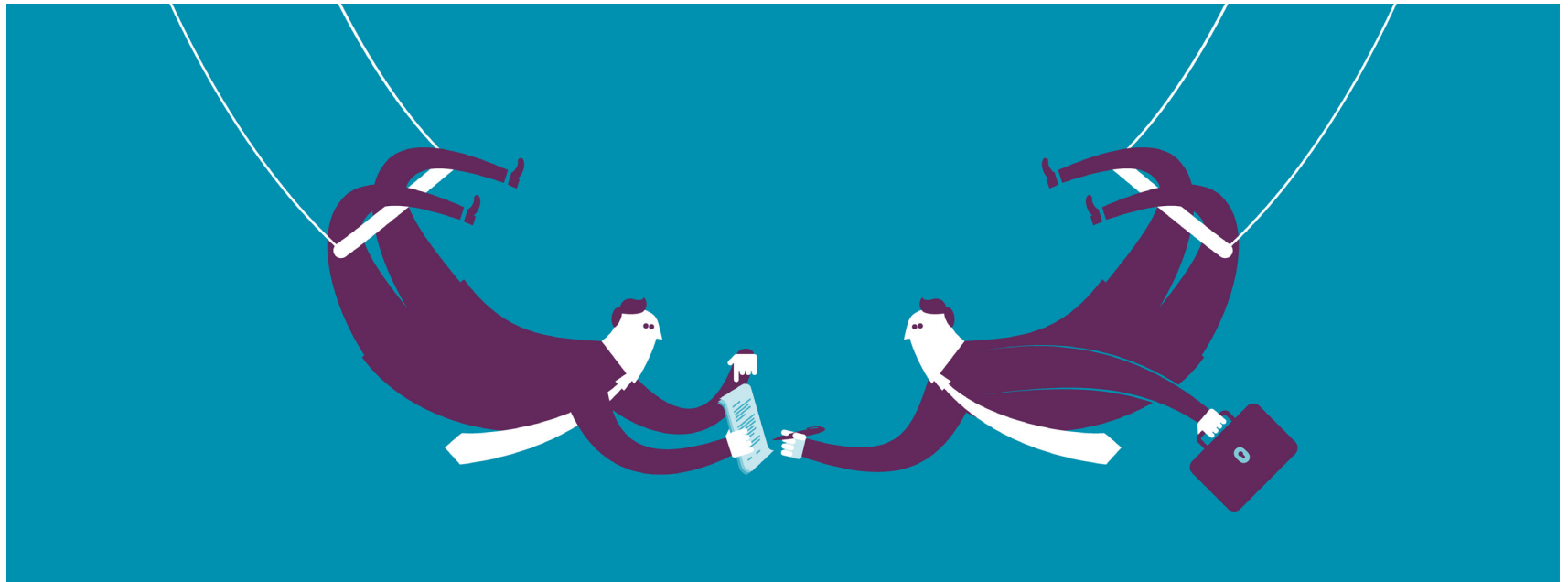
Companies with strong sales and marketing alignment get 20% higher annual revenue growth.

SALES
+ MARKETING
+ ALIGNMENT

**REVENUE
GROWTH**



ALIGN THEM AROUND GOALS AND PERSONAS



You can align your sales and marketing in **these two areas**:

THE SAME GOALS

- o Give them the same or related goals
- o Give them visibility into each other's goals
- o Consider compensation based on each other's goals

THE SAME PERSONAS

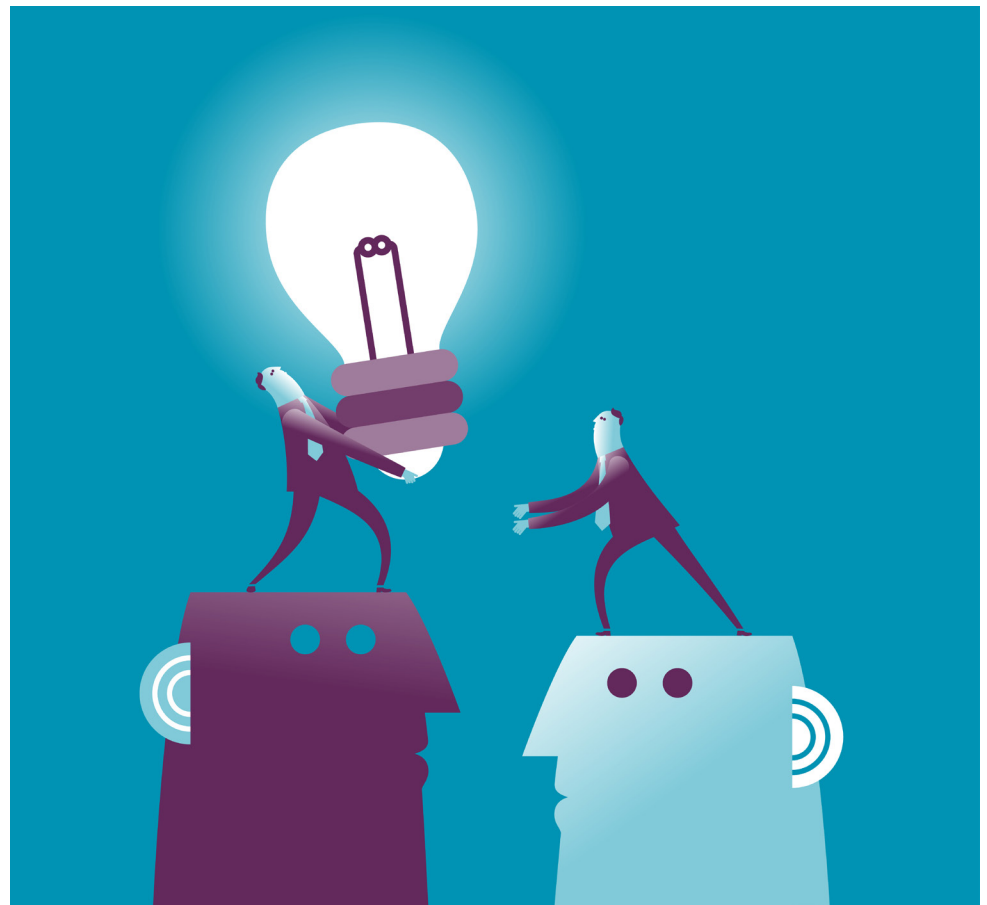
- o Communicate persona details throughout the company
- o Update each other on new personas
- o Specialize around particular personas



5 STEPS TO INTEGRATING

After your sales and marketing are aligned around goals and personas, here's what to do next:

- 1 **Speak The Same Language**
- 2 **Set Up Closed-Loop Reporting**
- 3 **Get A Service Level Agreement**
- 4 **Maintain Open Communication**
- 5 **Rely On Data**





1. SPEAK THE SAME LANGUAGE

Sales are all about the numbers. Marketing? Not so much. Your sales and marketing teams need to define the following before getting started:

- 1 Who your buyer personas are**
- 2 The number of leads marketing needs to feed sales to reach revenue goals**
- 3 Stages of the sales and marketing funnels**
- 4 What a sales-ready lead looks like**
- 5 The handoff process from marketing to sales**



2. SET UP CLOSED-LOOP REPORTING

This completes the feedback loop between marketing and sales, allowing you to pass more intel to, and get feedback, from sales.

BENEFITS FOR MARKETING

- o Get up-to-date contact information and status on leads
- o Learn which marketing programs are working
- o Increase marketing's ROI

BENEFITS FOR SALES

- o De-duplicate leads
- o Help prioritize leads
- o Help make warmer calls
- o Increase close rate and sales ROI

Basically, make sure sales and marketing are keeping each other up-to-date on what's going on in either department in an organized manner.

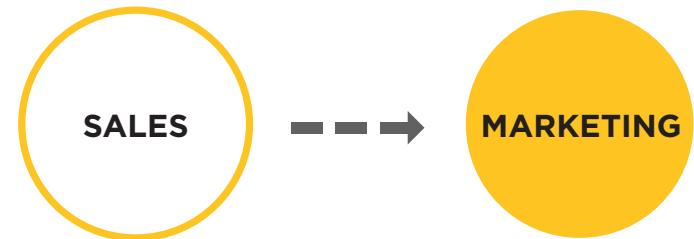
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3. IMPLEMENT A SERVICE LEVEL AGREEMENT

This is an agreement between sales and marketing that defines what each team commits to accomplishing to support each other.



Number and quality of leads required to hit company revenue goals



Speed and depth of lead follow-up that makes economic sense



4. MAINTAIN OPEN COMMUNICATION

To get them talking, set a weekly meeting where both sides come together to discuss:

- **Team successes**
- **Product/service information**
- **Current and upcoming campaigns**
- **Personas**

This is more than a meeting, though. This is encouraging daily interaction between team members. Maintain a theme of “no surprises” when it comes to what one side knows about the other.





5. RELY ON DATA

Create and share a common dashboard system with sales and marketing reports together, measured against the same goals. Look at the following data:



- Progress toward agreed-upon goals (leads and sales)
- Tracked leads by source and campaign
- Tracked volume of marketing and sales-qualified leads
- How many, and how deeply, leads are worked by the sales team



WE CAN HELP

Thoma Thoma has a team of seasoned marketing and sales professionals who know how to get everyone on the same page.

To learn more about sales and marketing alignment, and what Thoma Thoma can do for you, contact **Martin Thoma** at **501.664.5672** or **martin@thomathoma.com**.



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