

When Stars Collide

The impact of non-alignment between sales and marketing on business performance is becoming a hot topic globally for corporations demanding greater return on marketing and sales investment. A recent article in Harvard Business review by Kotler, Rackham, and Krishnaswamy, lists higher market entry costs, longer sales cycles, and higher cost of sales as consequences of the strained relationship. *

The study found that friction between the two departments harms an organization in two ways: - it wastes resources and hobbles profitability.

- Resources are wasted when the marketing department produces research, collateral materials and sales training that the salespeople cannot (or will not) use.
- Profit suffers when the sales people are not talking to those prospective customers who are likely to be the most receptive to the organization's products or services and who are likely to be the most profitable— information that comes (or at least should come) from the marketing department.

Ultimately the effectiveness of the sales force and marketing programs are seriously compromised.

Advanced Marketing Concepts believes that excellent sales and marketing performance doesn't just happen...its a **process**. Success begins with **aligning sales and marketing messaging in a Customer Messaging Architecture**™ to reflect your company's core competence and how using the products/services creates value.

Product "Win-themes" from the Customer Messaging Architecture are then mapped into best-practices **Buyer-Relevant –Messaging**™ templates, - predictable conversations with targeted-buyers around how the product creates value in helping buyers achieve business goals. The Templates are then delivered to direct and channel sales execs., on a Just-in-Time basis in an advanced E-learning platform. The Messaging combines seamlessly with AMC's Advanced Consultative Selling curriculum, to enable your sales team to engage and converse easily with targeted buyers around how your products or services can create value in solving problems or achieving business goals.

If you would like to discuss aligning sales and marketing to grow sales and improve ROI on sales and marketing investments, then please call us on +44 (0)796-108-1082 or visit us at www.admarco.net

* Harvard Business Review Ending the War Between Sales and Marketing by **Philip Kotler, Neil Rackham, and Suj Krishnaswamy**



PROOF POINT

Yossi Covo, Product Director, SuperDerivatives. April 2008

Using AMC's Sales and Marketing Alignment framework, AMC led a process that sharpened our understanding of the true DNA of SuperDerivatives – what we are the best at, and more importantly – when (in what prospect circumstances) we are likely to beat the competition.

The insightful process enabled us to unify our messaging across all product lines, and the tools to weave them into the entire sale cycle, in all our market segments.

The resulting sales material enables sales people who are well versed with the product features, to turn this knowledge into a meaningful value discussion around our prospect's goals, to perform effective problem probing, and to suggest consultative solutions, or alternatively, to qualify out.

I'd recommend any organization that feels it has a unique, yet extensive and under-realised value proposition, to consider this process.



SALES & MARKETING
PERFORMANCE IMPROVEMENT