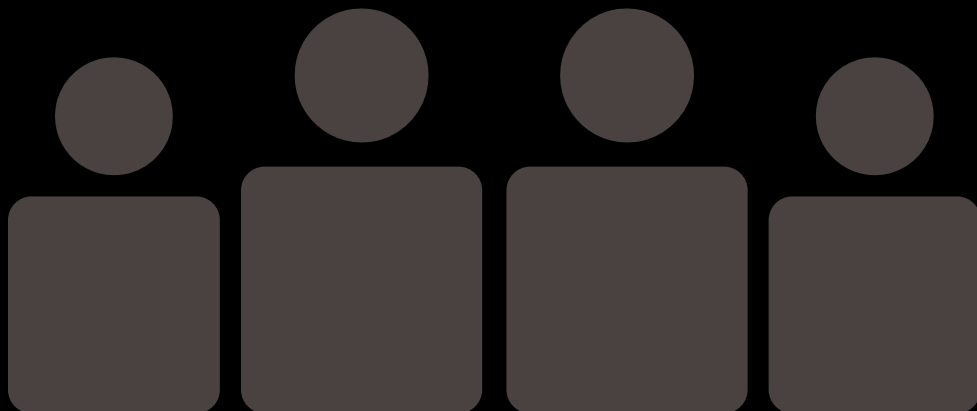




MEMBRAIN®



# GUIDE:

**8 QUESTIONS FOR BETTER  
SALES AND MARKETING  
ALIGNMENT**

# 8 QUESTIONS FOR BETTER SALES AND MARKETING ALIGNMENT

**Write down your answers to the questions below. Be as specific as possible.**

## **1. Marketing is meant to generate Marketing Qualified Leads (MQLs) for sales. When can they hand them over?**

- How do you define a Marketing Qualified Lead?
- Is an email address from a website visitor that downloaded something enough? Is something else required? If so, what?

## **2. HOW should marketing hand over leads to sales?**

- Via email? Who allocates the leads to individual sales reps? Should they enter the lead into your CRM? What does the process look like and how do you ensure nothing falls between the cracks?

## **3. HOW should sales follow up on leads handed over from marketing?**

- Will the sales person need to call the contact within a certain time frame? How should this activity be logged and where? How much time can transpire between contact points? How many people should the sales person reach out to in his/her prospecting efforts? How many contact attempts are required before one is allowed to "give up"? How do you make sure each sales person follows the same process for all marketing qualified leads?

## **4. What are your sales qualification criteria?**

- You produced this list in week 3 (smarter prospecting). The purpose of each "touch" is to evaluate client fit and either disqualify the prospect or convert it into an opportunity that enters your pipeline.

## **5. When can sales hand back an MQL to marketing, and how should this be completed?**

- Sometimes, the prospect is not ready for sales, regardless how good the match. In these cases, marketing needs to take back ownership and nurture them until the timing is better.

## MARKETING CONTENT AND THE SALES PROCESS

**You've likely heard it before – 90% of the content marketing produce is not used by sales people. Often because they can't find it (!), other times because the content available lacks relevance to the opportunities they're working on.**

### **6. What content is needed?**

- Talk to your sales people. Once they have a sales qualified lead, what content do they need from marketing at each milestone of the sales process (which we hope you've mapped out in the Excel from week 1...) to get from start to finish? It can be everything from updated quote templates to unique selling points.

### **7. What should each piece of content focus on?**

- Ask your sales people for their perspective. Perhaps you need up to date statistics on your amazing customer service, your flawless service delivery or something that builds credibility around the problems your services solve?

### **8. What's a priority?**

- Ask your sales people to rank the material that needs to be produced from most important to least important. Now you can engage marketing for content development.

## **ALREADY DONE? GREAT, YOU HAVE THE FOUNDATION!**

Again, the challenge remains: how will you implement these best practices?

We'll happily help in any way we can – just let us know how by contacting us on

[sales@membrain.com](mailto:sales@membrain.com)