

HOW TO ALIGN
SAAS SALES & MARKETING
TO ACHIEVE
TOTAL BUYER
ENGAGEMENT



Decision makers know that sales and marketing teams are the essentials for acquiring and maintaining customer relationships, and that they can accomplish more by working together. While that sounds like it would be obvious, in many cases it's quite the opposite.

Successfully aligning sales and marketing can be somewhat difficult to achieve in business. We have all heard of it, but few have seen it with their own eyes.

In the customer-focused reality, sales and marketing alignment is a pivotal point if companies want to provide a memorable and compelling customer experience. It is especially important for SaaS companies to create a memorable customer experience, because more often than not they never meet customers face-to-face.

SOME FACTS

MarketingProfs

Companies with tightly-aligned sales and marketing teams have **36%** higher customer retention rates and achieve **38%** higher sales win rates.

CSO Insights

Companies with dynamic, adaptable sales and marketing processes have an average of **10%** more of their sales people on quota.

Forrester Research

Aligned companies achieved an average of **32%** annual revenue growth while less aligned companies reported an average of **7%** decline in revenue.

TYPICAL CUSTOMER EXPERIENCE

Expected (Sunny skies)



Actual (same road, different day)



FACTORS THAT AFFECT THE CUSTOMER EXPERIENCE



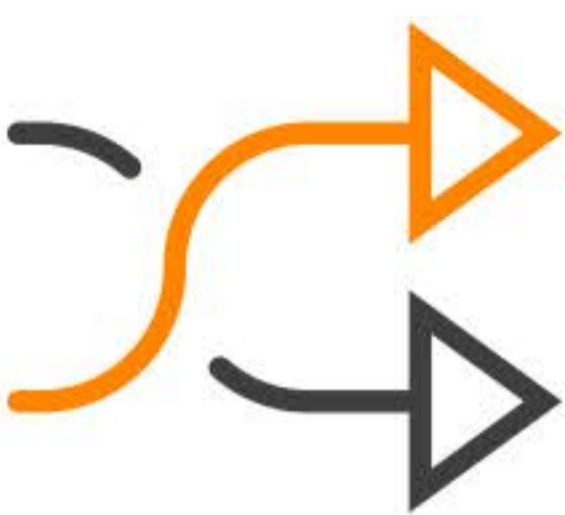
Lack of communication between sales & marketing teams



Outdated or inaccurate content, files & materials



Slow or inexistent communication



Inconsistent brand and image



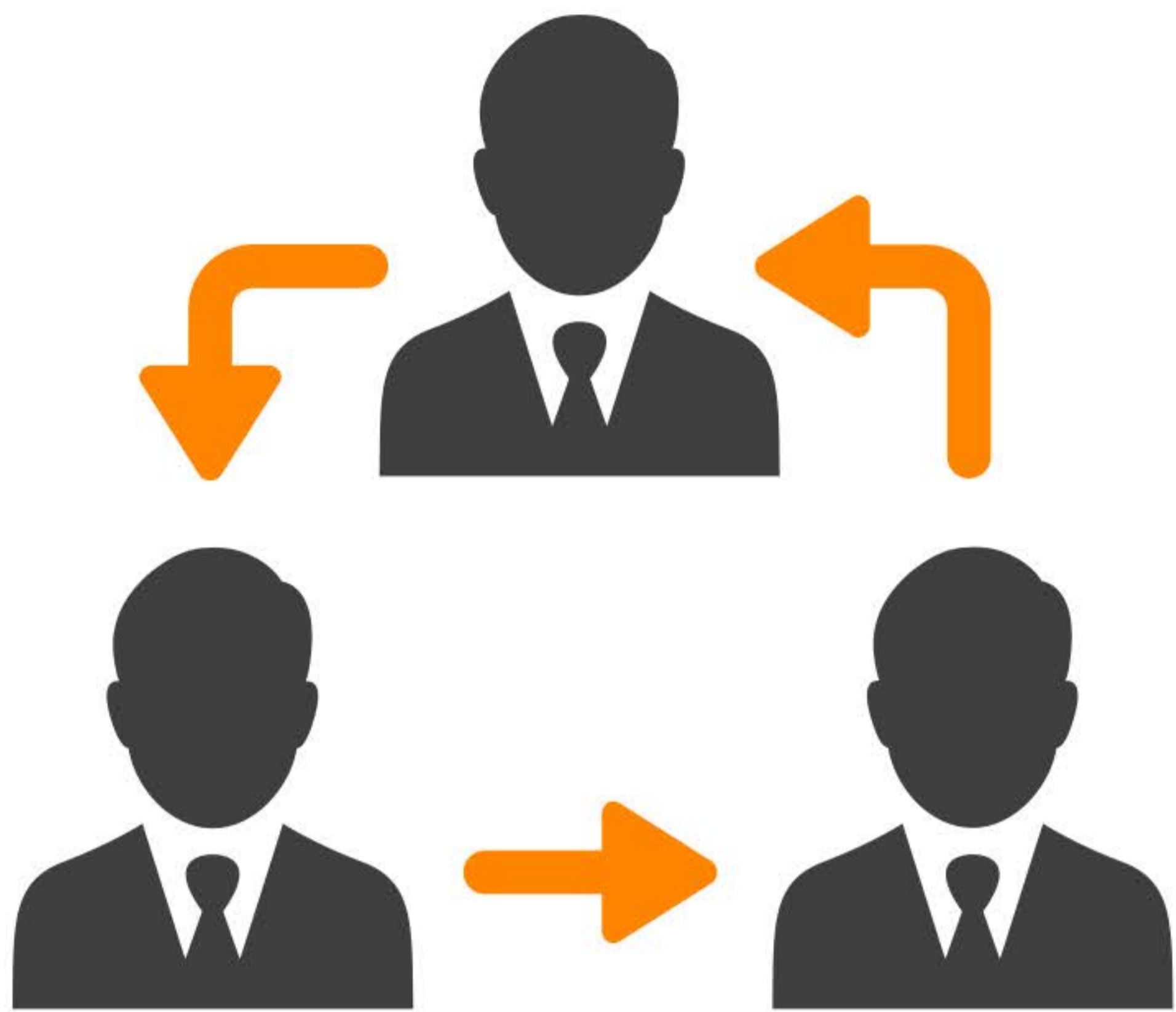
Lack of Follow-up emails, messages, or surveys with customers



Untimely and irrelevant interactions

HOW TO ALIGN SALES & MARKETING

Internally



- Make communication a priority
- Seat teams together, physically
- Agree on the targeted buyer
- Define what constitutes a lead
- Plan and develop content together

Sales and marketing teams use technology, and high-performers are rushing to take advantage of CRM systems and marketing software.

There are many marketing software options that can help achieve better alignment by providing visibility into what activities are planned, which ones are working and a better understanding of the buyer.

✓ When a CRM software is shared, both marketing and sales enjoy access to all of the lead's contact information. Plus, CRM software also populates the lead contact profile with added information that can be useful to both – such as company background, competitors, and interaction with brand.

With the benefits of CRM and marketing software, both marketing and sales see the same picture of where each visitor, prospect, marketing or sales qualified lead stands in the buyer's journey.

Externally

- Provide the right type of content for your audience
 - Web, PDFs, Videos, Presentations, Interactive HTML5, etc.
Discover what is needed by feeling their pain.
- Multiple touch points - Single source of truth
- Create a consistent experience, both online and in software
- Have and adhere to a follow-up process
- Don't forget communication!



BENEFITS OF SALES AND MARKETING ALIGNMENT

- Greater productivity
- An increase in ROI
- A better opportunity to close the lead conversion loop
- Enhanced customer experience





BENEFITS OF USING CRM AND MARKETING SOFTWARE FOR MARKETING AND SALES ALIGNMENT

With CRM and marketing software, sales and marketing teams will get the chance to:

- Build digital campaigns more easily
- Manage segments better
- Contact leads more rapidly
- Create more successful email marketing campaigns
- Nurture leads more effectively
- Personalize communications for the ultimate in one-to-one marketing
- Track and measure all variables related to leads, prospects and customers for insights that move your sales and marketing tactics to the next level
- Improve the communication between the two departments

HOW HUBSPOT CAN HELP YOU

#1 Set up closed loop reporting and share the data

HubSpot CRM and automation software are perfectly integrated with each other so that both marketing and sales teams can track everything from the first touch of a visitor to a closed customer account

#2 It helps Marketing with tools like:

- Lead intelligence
- Instant lead notifications

#3 It helps Sales with tools like:

- Contact/lead updates
- Closed deals Revenue
- The best performing marketing channels
- Calculate the marketing percent of the sales Quota

BRIDGE THE GAP WITH HUBSPOT CRM & MARKETING INTEGRATION FOR TOTAL BUYER ENGAGEMENT

HubSpot CRM

The sales and marketing teams should work together seamlessly, and HubSpot's CRM & marketing integration gets both on the same page. HubSpot CRM is a **FREE** software, where contacts, leads, dashboards, reports, everything is shared between both teams, allowing for an immersive customer experience. Customers will be nurtured every step of the way



Liked what you read but want to know more about how to improve your sales and marketing and use the right tools? Why not sign up for a Free Consultation?

SCHEDULE A CONSULTATION

Incredo is an Armenia-Based Digital Marketing Agency. SaaS marketing is the fuel that drives Incredo. In three short years, Incredo's team of highly skilled marketing and design specialists have proven our worth.

(415) 800-4301
www.incredo.co

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