



**Ben Eatwell**  
**Head of ANZ Marketing**  
LinkedIn | @beneatwell

## EMPOWERMENT, NOT ALIGNMENT:

Why Marketing Should Focus on  
Empowering Sales Teams, Rather  
than Aligning



**#GrowWithHubSpot**



Sales and marketing alignment

17 million results





Costs businesses over  
**1 trillion dollars**  
a year





# ASSUMPTIONS



## Pipeline

Target and increase in  
quality pipeline



## Conversion Rate

Increase close rate



## Selling price

Maximise average  
selling price

# SALES



“

When I use a word, it means  
just what I choose it to mean  
– neither more nor less

”

Lewis Carroll

# MARKETING



# SALES



You are not sending  
enough leads through




You aren't following  
up on the leads we  
send through


# MARKETING



# SALES



You are sending too many leads through



You are following up on the leads too late

# MARKETING

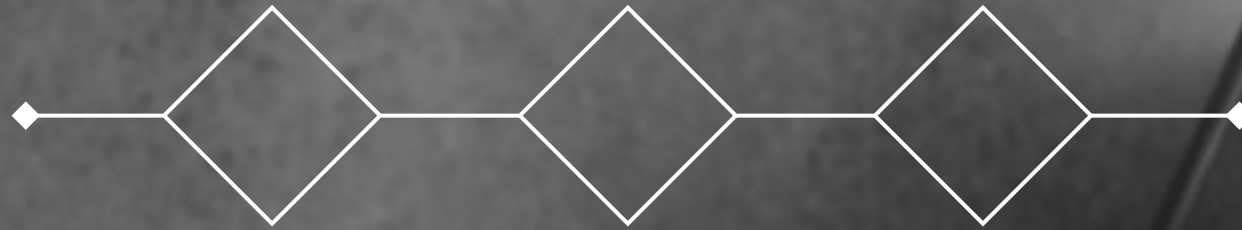
# SALES

The leads are  
poor quality

You need to do more  
than make one call

# MARKETING

# ALIGNMENT



What we  
**want to achieve**



# ALIGNMENT

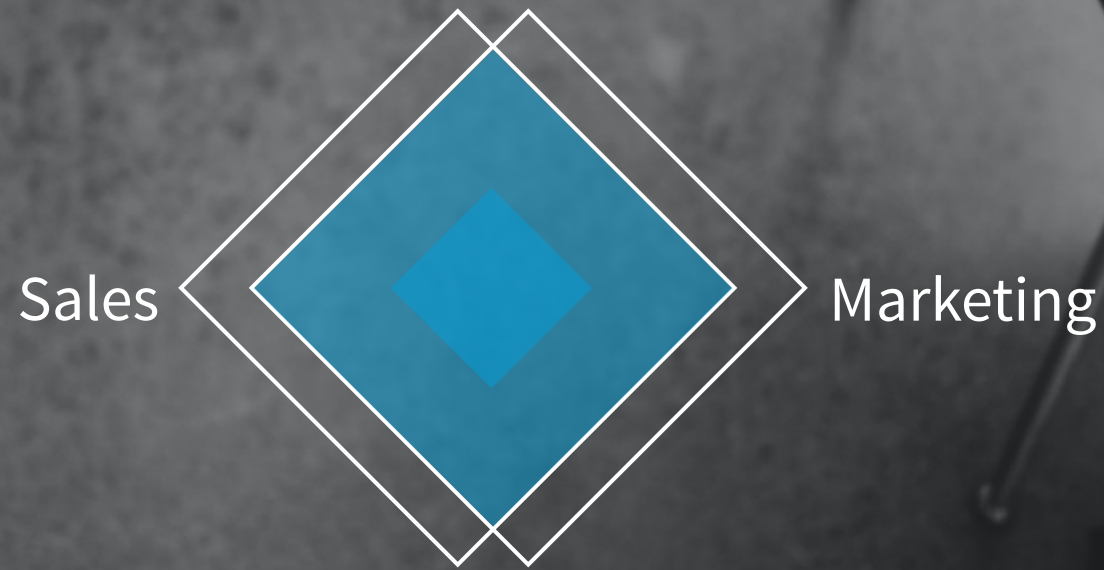


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What the language  
**makes us think**



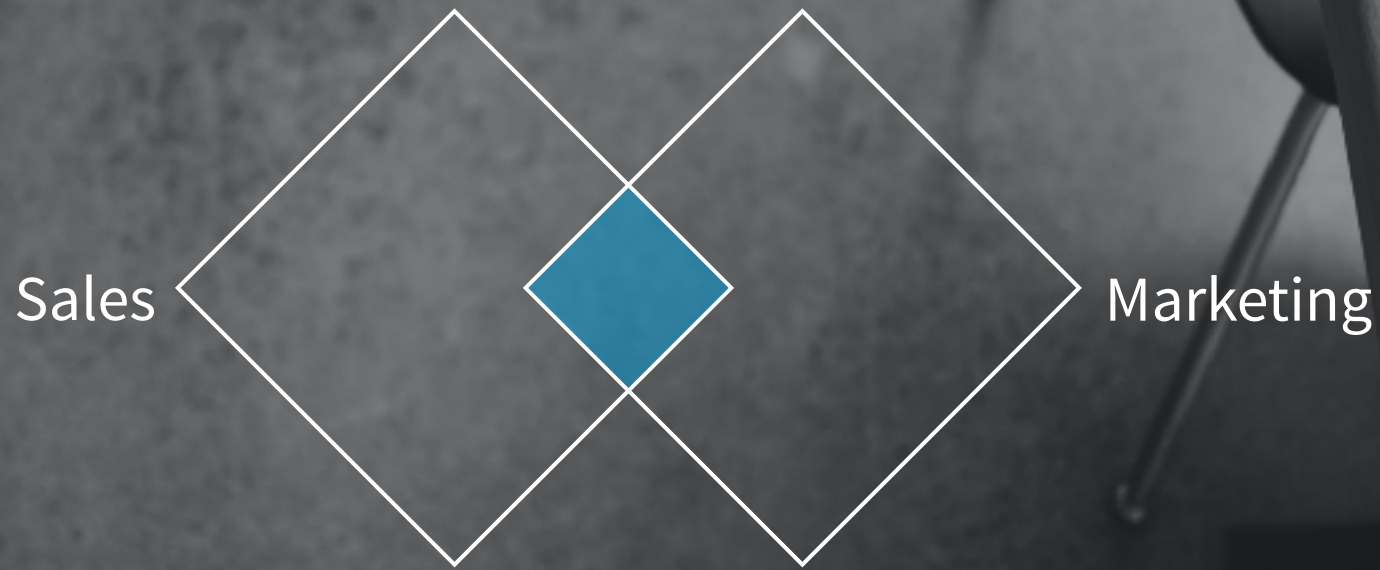
# ALIGNMENT



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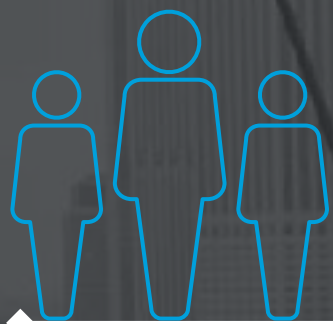
**Different roles  
& responsibility**  
the reality of sales  
and marketing

# ALIGNMENT



**Different roles  
& responsibility**  
the reality of sales  
and marketing





YOUR  
CUSTOMER  
JOURNEY

# ALIGNMENT

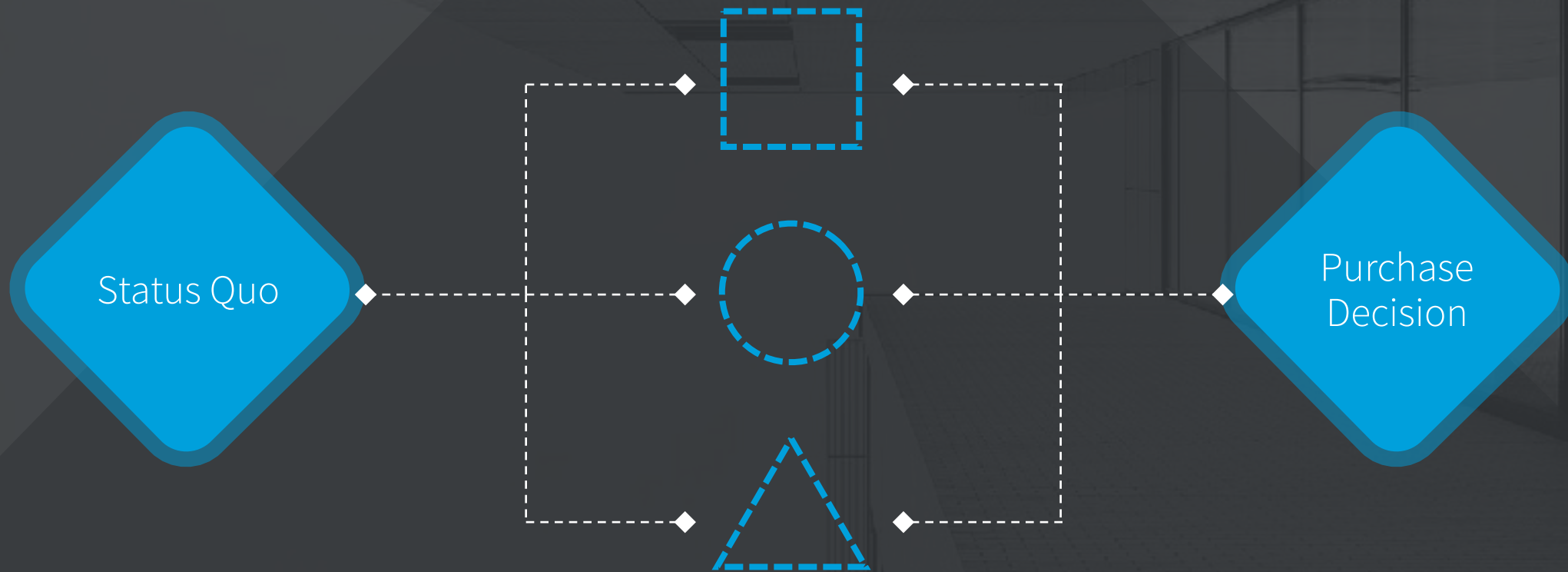


alignment  
**empowerment**



# MARKETING







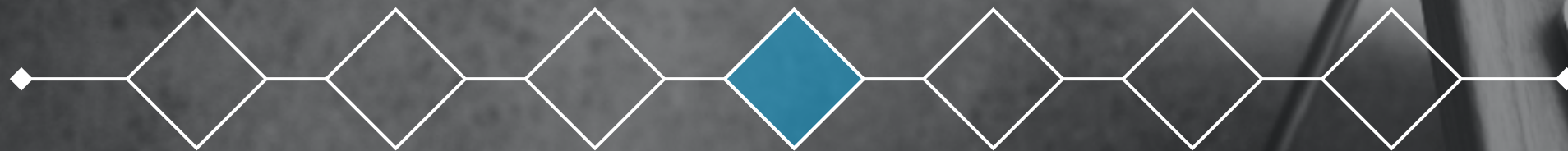
# 6.8



## **The number of stakeholders**

involved in the average  
B2B purchase decision

# ALIGNMENT



1/7



# AVENGERS





# 6.8

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**The number  
of stakeholders**

involved in the average  
B2B purchase decision

# DIFFERENT TYPE OF BUYERS



Blockers

A horizontal white line with diamond-shaped ends is positioned below the text 'Blockers'.



Talkers

A horizontal white line with diamond-shaped ends is positioned below the text 'Talkers'.



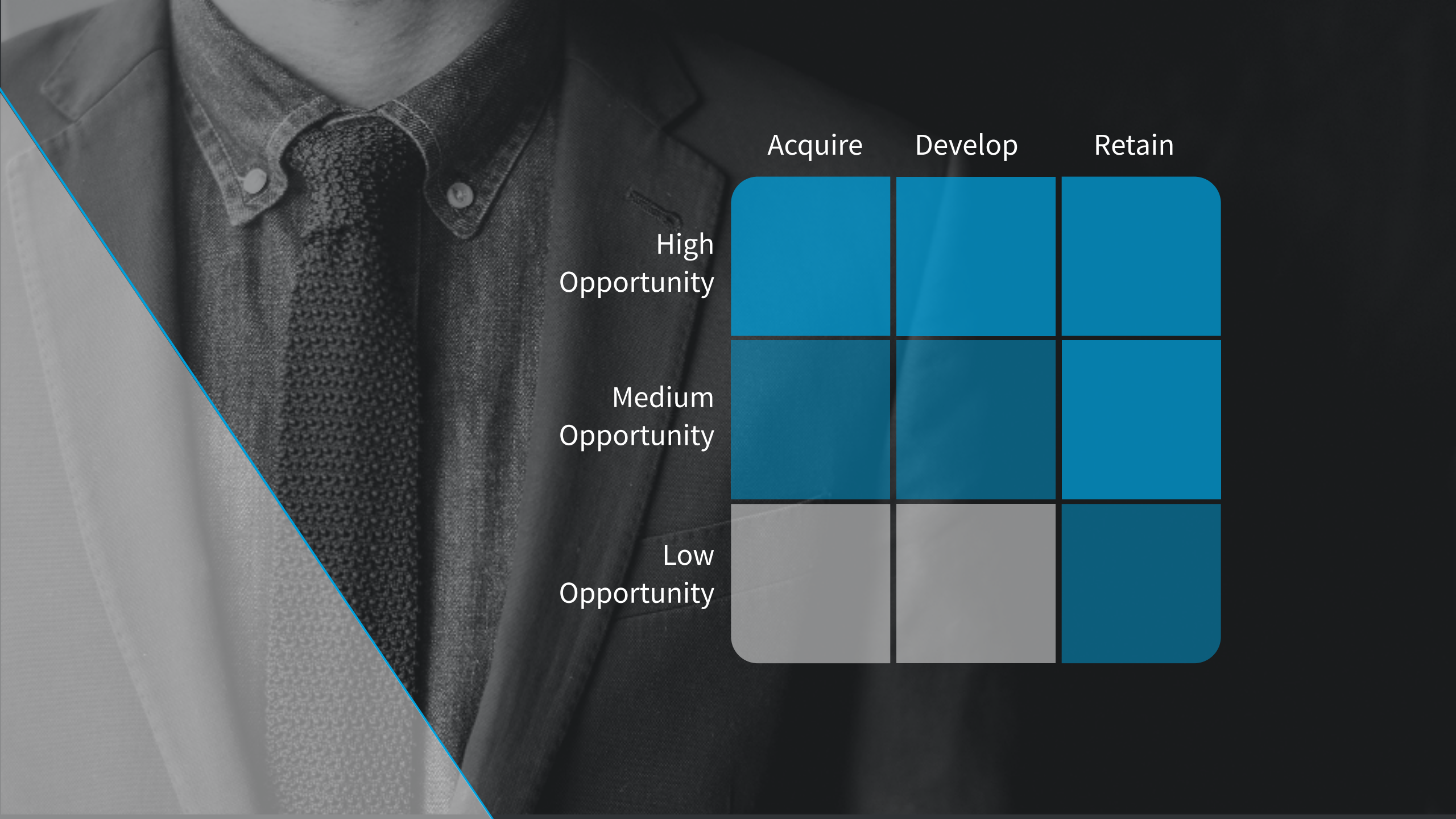
Mobilizers

A horizontal white line with diamond-shaped ends is positioned below the text 'Mobilizers'.









	Acquire	Develop	Retain
High Opportunity			
Medium Opportunity			
Low Opportunity			



# MARKETING



# ACTIVITIES



Be more  
**Trusted**



Be more  
**Relevant**



Be more  
**Insightful**





Be more  
**Trusted**



Build professional,  
customer focused  
personal brand



Connect and engage  
with senior leaders



3C

Content, context  
and contact



- ◆ The job change
- ◆ The hiring burst
- ◆ New connections
- ◆ The content they share
- ◆ Comment



Be more  
**Insightful**



Equipping your sales  
teams to challenge  
and inspire the buyer



48% C-Level executives  
awarded contract to vendor  
because of quality of thought  
leadership content





# CONCLUSION

1



**Align strategically**  
empower tactically

2



**Buying centres**  
not leads

3



**Provide tools**  
to empower sellers



## Pipeline

Target and increase in  
quality pipeline



## Conversion Rate

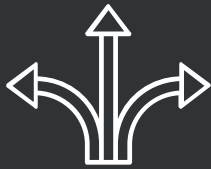
Increase close rate



## Selling price

Maximise average  
selling price





**Over 45% more**  
opportunities per quarter  
compared to peers



**Win rates up 14%**  
for reps well connected  
into prospects



**14% larger**  
average selling price

# SALES



# MARKETING