EMPOWERMENT, NOT ALIGNMENT:

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

Linked in

Ben Eatwell Head of ANZ Marketing LinkedIn | @beneatwell



#GrowWithHubSpot | @HubSpot



Harsard Business

Ending the War Between Sales and Marketing

by PARY to be, that the barry works, the barraney

FROM INFLUENCE AND INCOME.

March Maria Sugar Meshagy

AND REPORTED

D

Manager Manager Changer Strategy Strategy and Strategy and

Description of the state of the complete ing rather than just through sevel-signs over the stall. The resolutions valided investit mongh to instruction-provident they contributed supplier to create value for the owngoins and for carooners. You'd think the meriding radiation must whose we're a the double intervencend, would have deserved constraints and role, Couple, if ey're separate functions within an organisation, and, when they down things iter, they don't always art. along Wire sales are likeppining. Robering House the also have brie powersession of an otherwise belland million gian. The rates insur, in term, characterial Machening scrappings are high and merchan mark of the bodget, which instead should getward hidrg non-subspectic repsylog the safet repshigher commutates. Whe bounds, safet departments tool to below the second one on of tools with which well young count, durones, stational behavior threader. Easy is needed to be administration of the period of the second statement of the larger matter, and band to the forem, inshow, each group often undervalues the observacements includes.

Tabladeed alignment such up for this expectate performance. They and spain, during several hard consulting nonparticular on vessels being pairs at an inclusion and the outparticular antication rate they were not allower to every resis, there Is an question that, when Soles and Marketing work well regulates, comparisonase substancial impairment on impairment performance multipacides such any dorum, market-entry costage down, and the own of sales informer. Markwidth, Experied when DM integrated in solid and marketing groups increasive and the field office Databased Indianaett, Miccothe groups are entropyied. Ethernia care tikes to illuminant from being tables, takes and introte inpuper and Endopendent of one and her Statesprople consistency stores Milling product downard, not reacting it. Reductor, Table 1 or Init informations documented with mostly includes contractly contleft are the same of marketing efforts. And, because the groups wave peoply meethinged, Marketingar over product innovation and a first value when killer sca not proposed to capitality on them.

Canonaction: the land of document between scienced. Maintag, we conducted a study tendenticy last promove that could be produce the joint performance and arread could be time of these two functions. We interviewed points of this? mechaning officers and solve vice providents to express their perspectives. We looked in depict to the relationship between tal casad matheting in a horry conjunction opport, a material scorparty a financial services littly, a modical systemrangang, an energy many ang antinense menyang, isan bigkaise kelari mela pendari sarangan kepandan aktive di meng







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





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

Lewis Carroll

You are not sending enough leads through

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

You are sending too many leads through

You are following up on the leads too late

The leads are poor quality

You need to do more than make one call



What we want to achieve

Sales

Marketing

What the language makes us think

Sales

Marketing

Different roles & responsibility

the reality of sales and marketing

Sales '

Marketing

Different roles & responsibility

the reality of sales and marketing



 \bigcirc

alignment empowerment

MARIENIG







The number of stakeholders

involved in the average B2B purchase decision





The number of stakeholders

involved in the average B2B purchase decision

DIFFERENT TYPE OF BUYERS











ACTIVITIES



Be more Trusted



Be more Relevant



Be more Insightful



Be more Relevant Content, context and contact

3C

 \overline{igodol}

→ The job change

- → The hiring burst
- → New connections
- → The content they share
- → Comment

Be more Insightful

 $\underline{\mathbb{N}}$

Equipping your sales teams to challenge and inspire the buyer

上 占

ဂိုဂိုဂို

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





empower tactically

Buying centres not leads

Provide tools

to empower sellers





opportunities per quarter compared to peers

for reps well connected into prospects

average selling price



Empowerment

MARKETING