

Traction: snapshot marketing insights



by Andrew Wood

Partner or Perish. Are sales & marketing out of synch?



Sales and marketing will always see the world differently. Salespeople are driven by numbers, while marketing tends toward the long-term picture and how it can build brand awareness and shape industry positioning.

Compounding the problem is lack of process. More than half of sales, marketing and channel management pro's report that their companies do not yet have any formal programs, systems or processes for unifying sales and marketing, and **only 12 percent of sales and marketing pro's say they have access to a well-integrated real-time view of customer interactions.** ^[1]

It may be costing you dearly.

Businesses in which marketers report a successful alignment with sales (enabling them to jointly analyze win-loss drivers, measure ROI on marketing efforts, and provide lead tracking and track analysis) are almost **three times more likely to outgrow their competitors.** ^[2]



A CMO Council and AMA^[1] study helps benchmark the realities of this relationship:

Salespeople spend approximately 40 percent of their time preparing customer-facing deliverables while leveraging less than 50 percent of the materials created by marketing.

Only 10–20 percent of salespeople are creating deliverables that are both compelling to their customers and consistent with their corporate messaging.

Almost 85 percent of a company's brand image is determined by the direct interaction between the sales force and its customers.



Beware, senior management has noticed. ^[1]

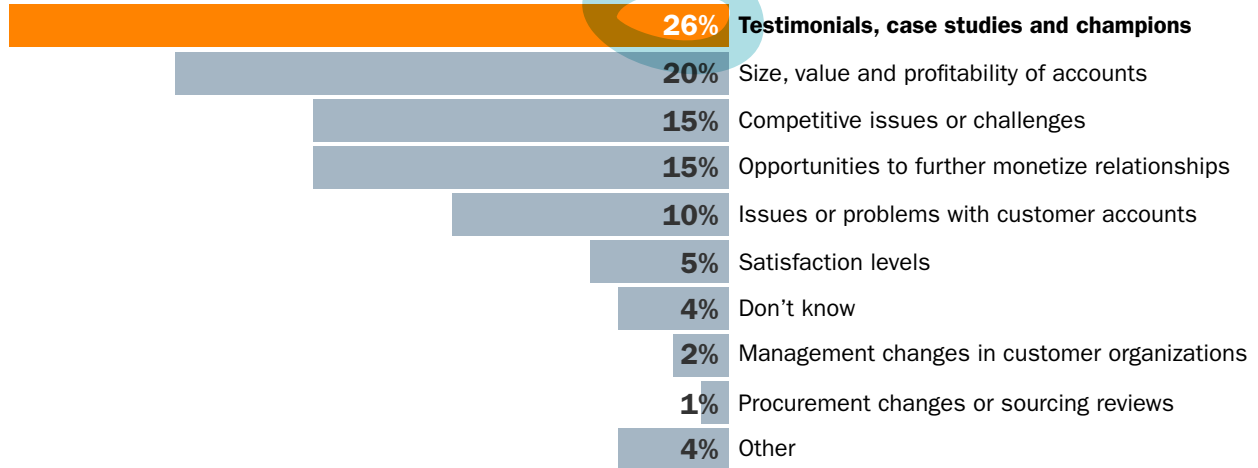
43.6 percent say they're dissatisfied with the way their company generates new business. While 53 percent said sales and marketing functions had close and collaborative relationships, **only seven percent** said the groups worked together effectively to harvest business.

When sales and marketing believe each other to be out of synch, the impact to morale and the bottom line can be devastating. CRM tools are underutilized, valuable leads are squandered and customer retention and profitability suffer.

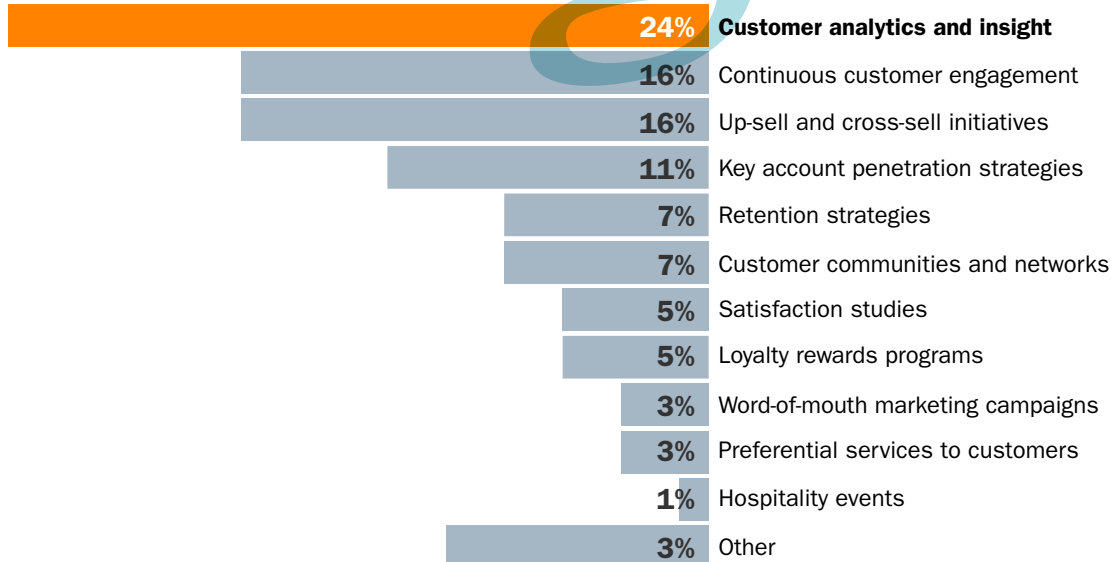
Both “sides” can readily articulate ways to build a more rewarding partnership. Consider these “relationship requests” when looking for ways each team can contribute toward improving **Customer Lifetime Value and profitability.** ^[1]



What input should sales give to marketing?



How should marketing assist sales?



Footnotes;

- 1. CMO Council "Closing the Gap: The Sales & Marketing Alignment Imperative" 2008
- 2. Marketing Profs "B-to-B Lead Generation; Marketing ROI & Performance Study" 2008

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