



SALES & MARKETING ALIGNMENT

THE WHY, WHAT, & HOW



AGENDA:



- YOUR AGENDA
- WHY SHOULD WE?
- WHAT IS IT ANYWAY?
- HOW DO I DO IT?
- YOUR DECISIONS & ACTION

87%

87% OF TERMS ARE NEGATIVE

SALES

- THESE LEADS SUCK
- WE DON'T GET ENOUGH
- NONE OF THESE WILL CLOSE
- MARKETING IS A WASTE OF \$\$\$
- THIS ISN'T EVEN A LEAD

MARKETING

- DON'T FOLLOW UP
- NEVER SATISFIED
- NEED US TO CLOSE IT FOR THEM
- OVERPAID & LAZY
- TAKES ALL THE CREDIT



57-74%

of the way through the buyer's journey

20%

**annual revenue growth by companies with
strong sales & marketing alignment**



WHAT WILL YOU DO?

Opinion Poll



WELL,
WHAT IS IT?

A collabor
marketing
agreed up
top line re

**blah,
Whatever,
blah, blah, blah.**



sales and
inology and
achieve a

REPORTING

SILOED

- DUPLICATE LEADS
- LIMITED LEAD INFO
- NO FEEDBACK FROM SALES
- NO ROI MEASUREMENT
- SUSPICION FROM MARKETING

COLLABORATIVE

- CONTACT INFO & STATUS UPDATES
- KPI'S & REPORTING
- NOTES & TRACKING FROM SALES
- PIPELINE MANAGEMENT
- TRANSPARENCY

MARKETING & SALES FUNNEL

Defining the 6 stages of the marketing and sales funnel.





Content Marketing Sales Funnel



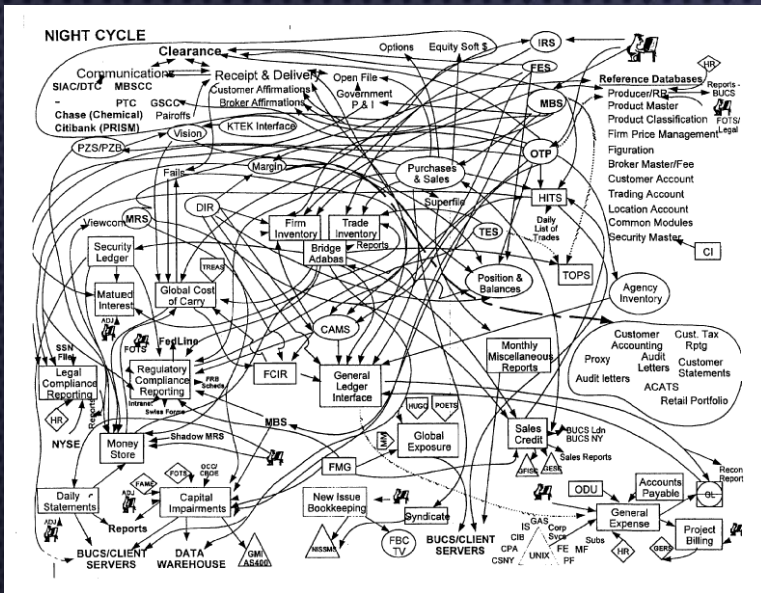
Priority	Develop Brand & Sales Alignment Strategy		A	R	Date
		Assess Branding			
	Marketing Audit (Collateral Tools & Analytics)				
	Review Marketing Benchmarks & ROI Determinates				
	Develop Marketing Budget				
	Conduct Customer (External) Interviews & ID Market Triggers				
	Identify and document complete customer journey				
	Define Marketing Personas				
	Define Ideal Target Opportunities				
	12-1 Ideal Client Profiler				
	The Business Visualizer Tool				
	Develop/finalize/update go to market strategy				
	1.3.1 Analysis of External Environment Checklist tool				
	1.3.2 Competitive Analysis Worksheet tool				
	1.3.3 Key Market Factors tool				
	1.3.4 Ideal Attributes Scorecard tool				
	Develop Value Prop (Relaunch)				
	Positioning in the Market Place (4 P's)				
	Understand the Competitive Landscape				
	Develop marketing strategy (digital broad based, ABM, combination...)				
	Identify verticals, geography, and engagement strategies				
	Determine best top of the funnel strategies (TOFU)				
	Determine best middle of the funnel strategies (MOFU)				
	Determine best bottom of the funnel strategies (BOFU)				
	Develop a marketing automation strategy				
	Begin to develop engaging content (use the "Made to Stick" S.U.C.C.E.S Model)				
	Develop an engagement strategy across multiple channels				
	Investigate & select marketing automation tools				
	Implement marketing automation plan through campaigns				
	Develop kpi's for marketing (behaviors, expectations, and ROI)				
	Determine lead generation conversion strategy				
	Determine the steps of the revenue generation funnel where marketing owns with collaboration from sales the awareness, interest, consideration, intent step, with a handoff in the evaluation step to sales, and sales owns the purchase step with marketing's support				
	Identify marketing funnel, stages, and engagement scores: lead scoring, lead generation metrics - MQL, SAL, SQL (sales & marketing collaboration to develop)				
	Develop an Service Level Agreement between sales & marketing defining expectations				
	Create "Proven Process" graphics				
	Identify "hedgehog"/core competencies				
	Develop and implement language to convey hedgehog/core competencies				
	Determine alternative channel sales and COI's				
	Pain Indicators for each, language, stories, analogies, their specific impacts				
	Determine ideal sales team structure to support strategy (See Sales & Marketing Structure)				
	Develop marketing support to help fill top of the funnel				
	Develop marketing campaigns to help fill top of the funnel				

Develop Marketing & Sales Alignment Strategy

SO WHERE DO WE START?

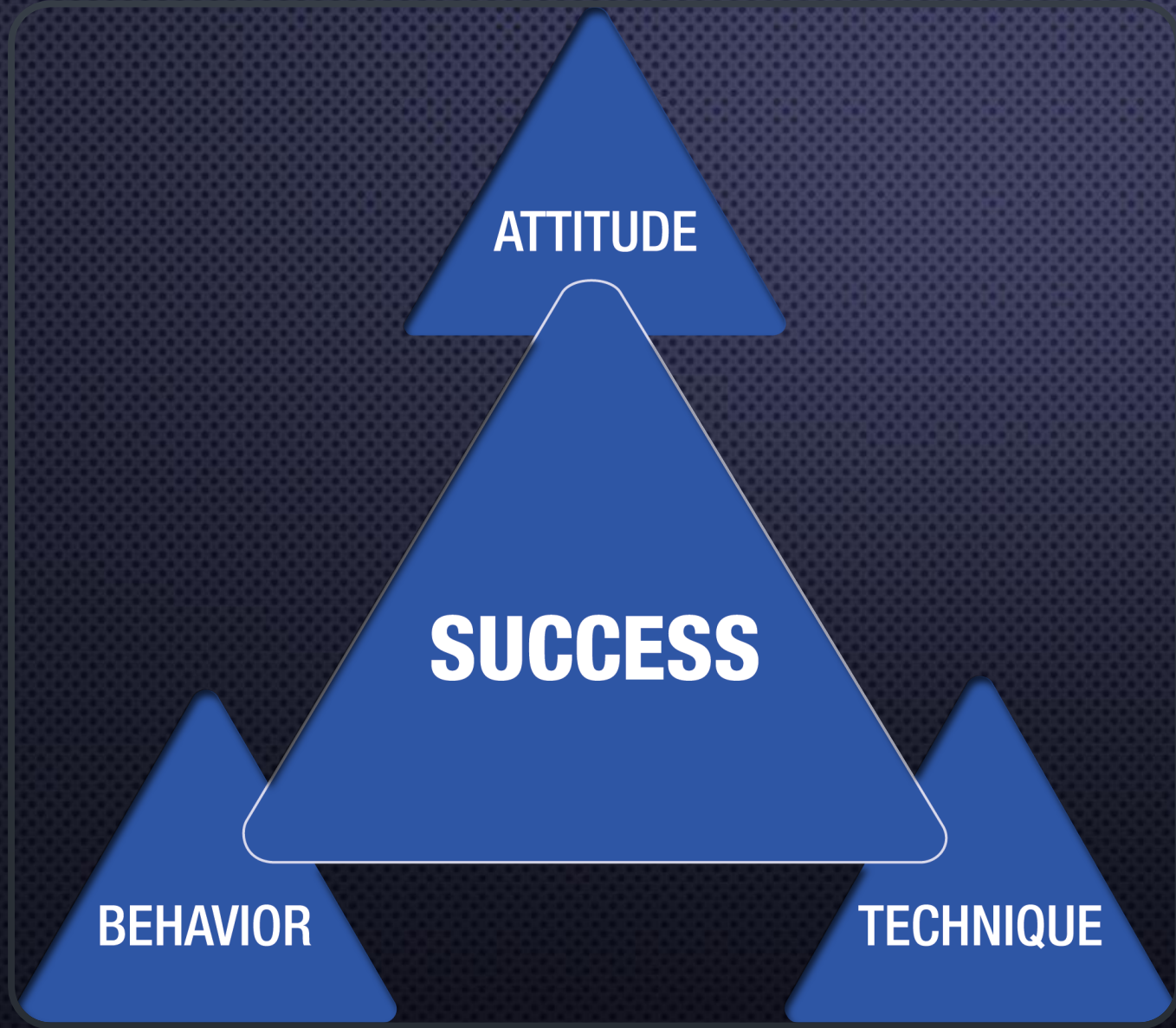
“A goal is a **DREAM** with a **DEADLINE.**”

—Napoleon Hill



Make It Work
ACTION!

CHALLENGES WE COMMONLY SEE:



THE
SANDLER
SUCCESS
TRIANGLE

THE SANDLER SUCCESS TRIANGLE

Outlook

Skills Execution

Strategy, Plan & Accountability



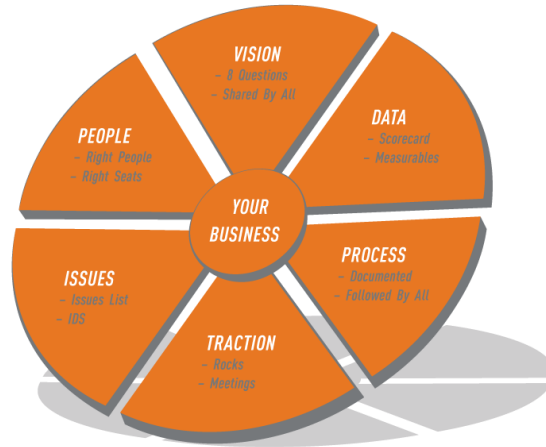
The Fundamentals



THE EOS TOOLBOX™

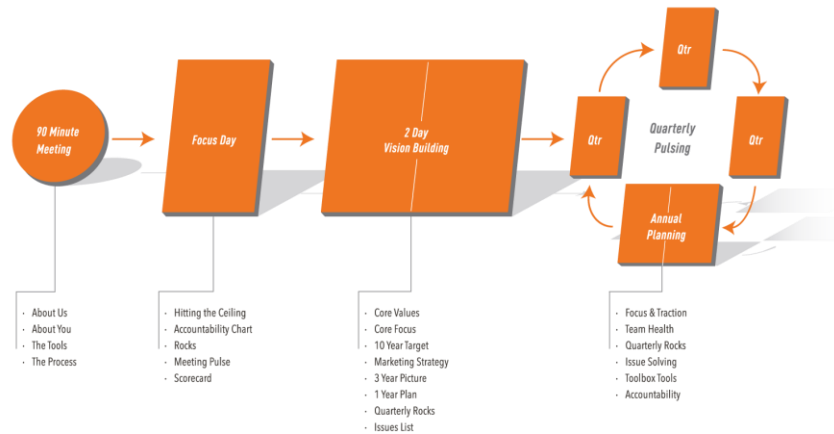


THE EOS MODEL™



GET UNSTUCK & GAIN TRACTION

THE EOS PROCESS™





THE 6 P'S PROCESS WITH A 24 STEP APPROACH TO ADDRESS THESE BLIND SPOTS

NO MATTER THE SYSTEM

Where are we going

Why are we going there

How will you tell people

Who will you seek

What path will we take

How will we measure progress

A blue circular graphic with a white line graph showing an upward trend. The graph has a light blue background and a white line that starts at the bottom left and curves upwards towards the top right. The text "HOW FAR ALONG ARE YOU?" is overlaid on the graph in white, uppercase letters.

HOW FAR ALONG ARE YOU?

Opinion Poll

PLAN: STRATEGY

- GO TO MARKET
- LEAD GEN/DEMAND GEN
- EXITING/NEW
- VALUE/VOLUME PRICING

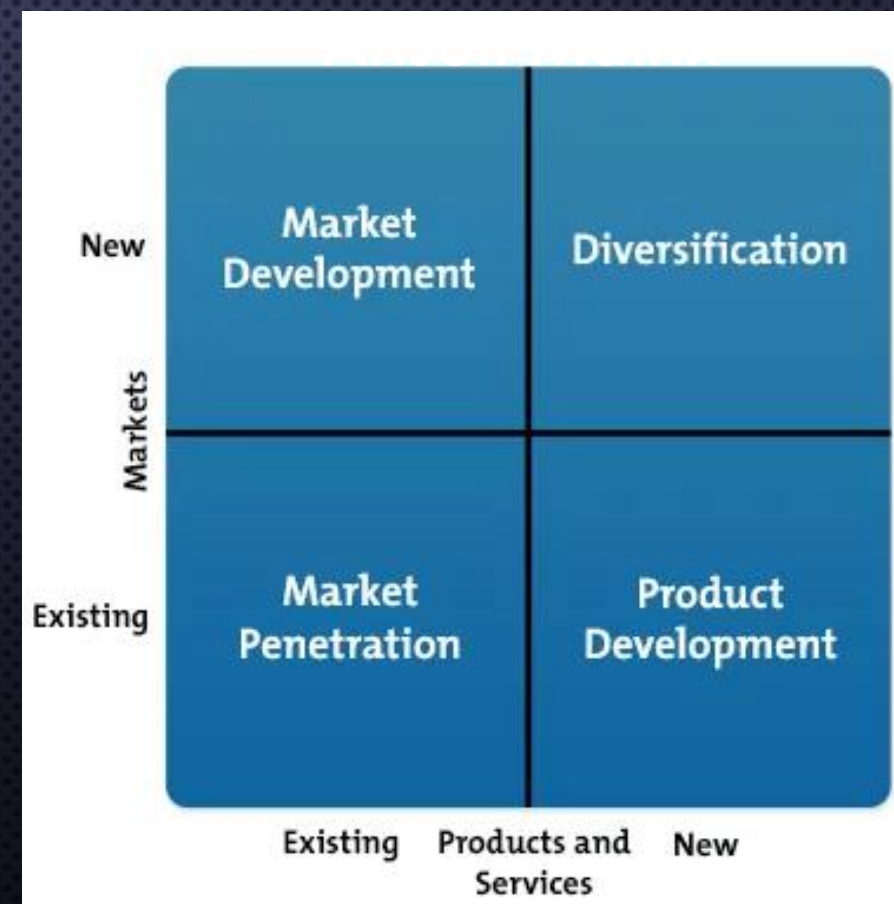
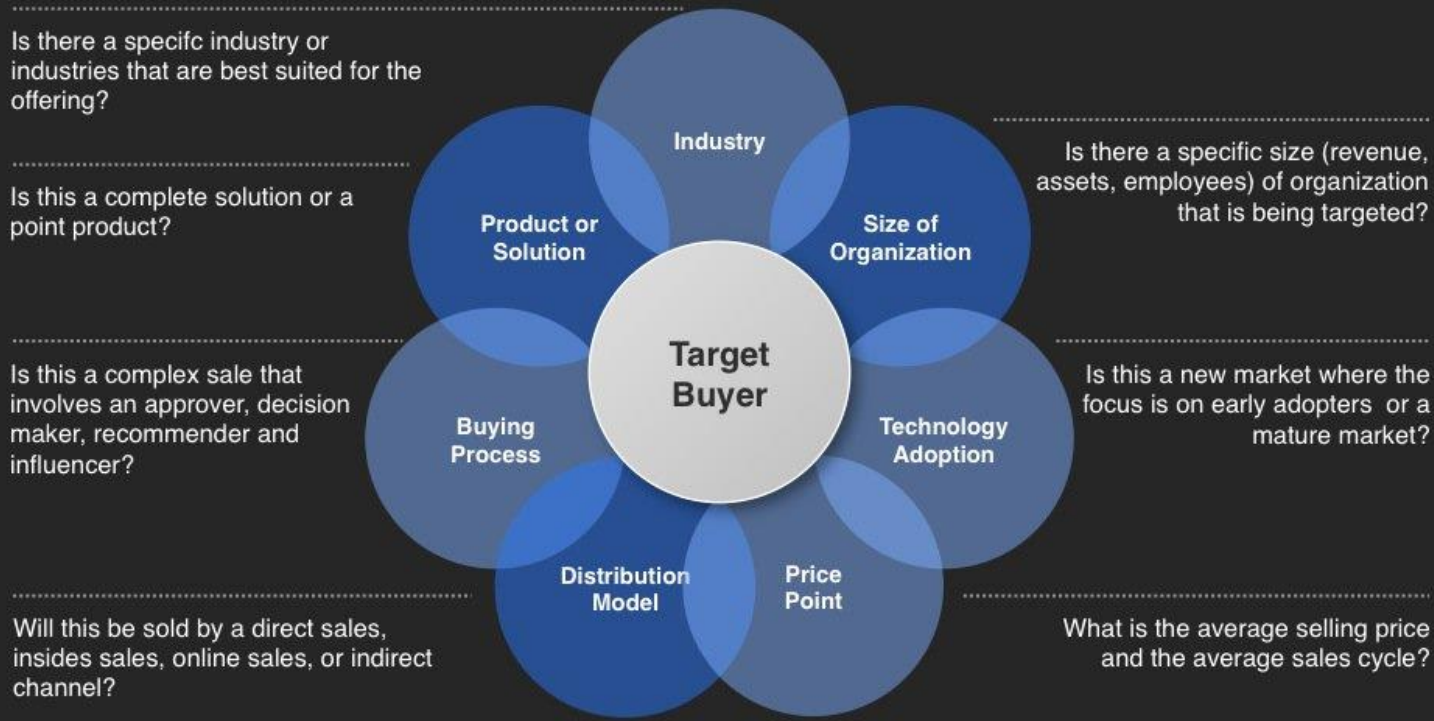
Goal

Strategy

Execution

STRATEGY: GO TO MARKET

Go to Market - Who Are You Selling To?



PLAN: STRUCTURE

- SYSTEMS/PROCESS
- BASED ON STRATEGIES
- ACCOUNTABILITY

Goal

Strategy

Execution

Create or Improve a Specific Process

Tool 4.18.4

Now that you have identified your current processes, determined those that need to be deleted or improved, and decided on what new processes most need to be developed, it's time to choose a specific process to improve or a new process to create. Use this tool to brainstorm each of the "big picture" steps required to achieve the outcome desired. Next, add the details required to fulfill that big-picture step. Continue completing this for each of the big-picture steps in the process you have chosen.

Create or Improve a Specific Process

Process:

Big Picture Steps



Requirements under each Step



Further Details under each Requirement



My Sales Process (Gate Selling)

Tool 1.2

GATE 1

Top 4 Items to Proceed to Gate 2

Pivotal Points for Gate 1

1.		1.	5.
2.		2.	6.
3.		3.	7.
4.		4.	8.

GATE 2

Top 4 Items to Proceed to Gate 3

Pivotal Points for Gate 2

1.		1.	5.
2.		2.	6.
3.		3.	7.
4.		4.	8.

GATE 3

Top 4 Items to Proceed to Gate 4

Pivotal Points for Gate 3

1.		1.	5.
2.		2.	6.
3.		3.	7.
4.		4.	8.

GATE 4

Top 4 Items to Proceed to Gate 5

Pivotal Points for Gate 4

1.		1.	5.
2.		2.	6.
3.		3.	7.
4.		4.	8.

PROCESS

How Many Stages

Marketing & Sales Integration

Checklist for Progression

Lead scoring

Ratios & Coach to Standards

Cycle Time/Velocity

How Many to Win Just 1



WHAT ARE YOUR TOP
ACTION ITEMS?

Opinion Poll

ACTION: EXECUTE STRATEGY — Goal

- SELLING TEAM — NOT AUTONOMOUS
- MANAGEMENT — NOT MICRO
- LEADERSHIP — NOT LAISSEZ FAIRE

Strategy

Execution

Leading



Influence
future
performance

Analyse
past
performance



Lagging

KNOW YOUR NUMBERS



HOME OF THE B

10

:

37

BALL 3

STRIKE 2

OUTER

4

SPECTRUM

1 2 3 4 5 6 7 8 9

VISITOR

1 2 0 0 0 0 0 0

HOME

1 2 3 2 0 0 1

R

5

10

TO GO

DEVELOP YOUR SLA



Define MQL



MQL Goals



Standardize the Handoff



Min/Max Numbers per Rep



Pursuit Process



Track Performance & ROI

MARKETING & SALES FUNNEL

Defining the 6 stages of the marketing and sales funnel.



HOW MANY IN EACH STAGE?

Sales pipe

line





DOES YOUR TEAM KNOW
THEIR CRITICAL #'S?

Opinion Poll

MAKING CONTACT

1. Pattern Interrupt
2. Personal Connection
3. Up-Front Contract
4. 10-Second Commercial
5. Fish for Pain
 - 3-Magic Questions:
 - Be More Specific or Tell me more or Give me an example
 - Because of that...what?
 - Big enough to do something about or Have you given up trying to fix it?
6. Closing Up-Front Contract
7. Post-Sell
8. Introduction

LEARN, APPLY, DECIDE, &/OR PROVIDE

1. LESSON LEARNED
2. HOW YOU'LL APPLY
3. EXAM & DISCUSS
4. S.E.L.L.
5. INTRODUCTIONS
6. CHECKLIST



LEARN, APPLY, DECIDE, &/OR PROVIDE



THANK YOU

BRYAN WHITTINGTON

- Telephone: 412.401.7122
- Bryan@rdc2staffing.com
- Websites:
 - Sales: peakperformance.sandler.com/
 - Business Services: www.RDC2staffing.com