

# Aligning Marketing and Sales

## Introduction

How aligned are your sales and marketing teams?

Simply swapping the occasional report or catching up on a monthly basis isn't enough. To achieve real success in your inbound and account-based marketing campaigns, your Sales & Marketing teams must be truly aligned on the customer. Both teams must have shared clarity on campaign goals, objectives and key account focus; and should collaborate to share insight and focus resource in the right places to identify, engage and expand account relationships.

Knowing that, would you consider your alignment to be effective?

The primary learning outcome of this course is to prepare you to apply concepts to support this alignment, with prescriptions and recommendations that contribute to improving the alignment. The improvement in the knowledge, competencies, and skills regarding sales & marketing alignment will contribute to increasing the potential for value creation from a strategic sales planning approach.

## Objectives

By the end of this course participants will be able to:

- Asses your company's strategy
- Align goals to your business strategy
- Link sales and marketing strategies to identify the ideal buyer
- Qualify leads more effectively
- Identify the correct handoff procedure between the two
- Establish an alignment for content
- Plan for long-term alignment

## Content

A sample of what is covered includes:

### Establishing the Foundation

Assess where exactly your company needs to prioritize an alignment strategy

### Aligning Your Goals and Benchmarks

Calculate and align goals for your entire funnel.

### Identifying Your Ideal Buyer

Unify sales and marketing's understanding of who your ideal buyer is to ensure that you are engaging and selling to the right audience in the right way.

### Defining and Segmenting Your Qualified Leads

Identify behaviours and data you can use to determine when someone is a qualified lead.

### Outlining Your Processes and Lead Handoff Procedure

Uncover the core components of your lead handoff procedure to ensure all parties involved are correctly manoeuvring leads through the funnel.

**Aligning Your Content Strategy**

Enable your sales and marketing teams to collaboratively develop and use content to nurture and close your leads.

**Creating a Sustainable Approach to Alignment**

Formulate Service Level Agreements and plan for meetings to maintain your alignment strategy.

