



Proven Methods to
Align Your Marketing and Sales Teams
for Maximum Revenue Growth

Todd Laire
LAIRE | A Digital Growth Agency

Todd Laire

LAIRE, Inc. | Managing Partner

@toddlair @lairedigital



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**Marketing + Sales Teams
= 1 Revenue Team**



Marketing + Sales Unite!

- We have the same goals—increasing sales, boosting revenue, and reducing churn.
- The consequence of misalignment is disaster. For example, sales teams never use around 65% of the content that marketing produces because sales teams consider the topics irrelevant to their buyer audience (Content Marketing Institute).
- Around 79% of marketing leads never convert due to a failure of marketing and sales to nurture leads (HubSpot).





Marketing + Sales Unite!

- The easiest way to align marketing and sales is to make both teams accountable for the same company goal—revenue.
- “When sales and marketing teams unite around a single revenue cycle, they dramatically improve marketing return on investment, sales productivity, and, most importantly, top-line growth ([Marketo](#)).”



Collaborate to Create Your Buyer Personas



Who Are We Marketing and Selling To?

Once you create a set of buyer personas that both sales and marketing agree with, you start enjoying the benefits that come with having a unified idea of what your buyers look like—and behave. You quickly learn how to:

- Gain better understanding of your ideal customers
- Prioritize leads
- Determine where to focus your time and energy
- Develop relevant, timely content
- Increase efficiency
- Overcome buyer objections
- Identify negative personas (people we don't target)



Primary Buyer Personas



Targeted Content Created For:



Marketing Manager Molly



Business Owner Owen



Facilitator Fran

Marketing Manager Molly

Industries

- Financial Services/Technology, Manufacturing, SaaS, Construction

Roles

- Mid-level manager-to VP level marketing position

Summary

Molly is a Marketing Manager with a background and passion in marketing. She is the point of contact that the Business Owner or CEO trusts in implementing successful marketing efforts for the company. Often, she is juggling many tasks like managing marketing automation, CRM system, posting to social media, paid ads, copywriting, and more. She finds herself pulled in directions at times that don't have anything primarily to do with marketing.



Marketing Manager Molly

Demographics

- Female
- 25-55 years old*

Background

- Full-time career
- Works independently or with 1 other person in marketing
- Trusted marketing contact
- Always trying to find new ways to increase leads
- Open communicator who is continually updating the Business Owner or CEO about marketing KPIs
- Enjoys being involved in the overall marketing plan and strategy, but also has to manage tactics daily



Marketing Manager Molly

Identifiers

- Engages with HubSpot User Group (HUG), American Marketing Association (AMA), or other related professional societies
- Actively uses LinkedIn for networking and reading and sharing relevant articles
- Takes pride in work, and shares company social posts through personal account

Challenges

- Molly does not have the capacity or budget to scale the business alone or with her current team
- She understands certain marketing tactics, but wants a specialist to help with tasks not in her area of expertise
- Molly craves outside perspective to brainstorm with on meeting company growth goals
- Molly knows she needs to be aligned with the sales team, but it is harder than it should be



Marketing Manager Molly

Value Proposition

We understand that leading the solo charge for your company's marketing efforts can be a difficult undertaking. You're expected to generate leads, meet sales goals, grow a social following, and prove ROI.

The LAIRE team is your comprehensive marketing department. We support you with a full team to execute your marketing efforts seamlessly. No more juggling tasks across all facets of the business. We take the weight of campaign management, content creation and lead generation, so you can focus on the parts of your job you can excel in.



Content Strategy - Molly & Fran



Solution

Content Marketing

Keywords

B2B marketing
Content marketing
Content strategy

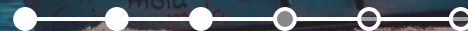
Blog Topics

- Common Mistakes B2B Marketers Make with Content Strategy
- How to Increase Your Web Traffic Through Content Marketing
- [ROPS] The Anatomy of a High-Ranking Blog Post
- Creating Content for Complex/Technical Industry Topics

Conversion Offers

- Content Marketing Workbook
- 6 B2B Blog Post Examples/Types
- Free 20-Minute Audit

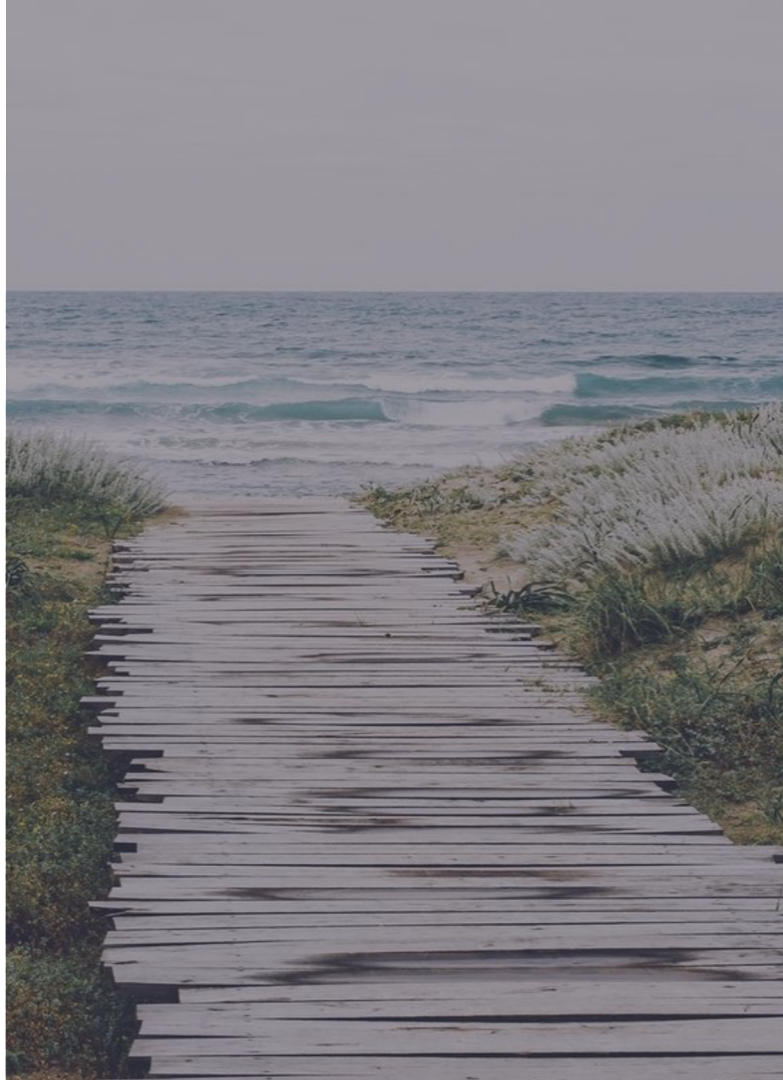
Document a Single Buyer Journey



What is the Path Our Customers Take to Buy?

Marketing teams see the buyer journey as a simple, three-stage process:

- A lead starts at the Awareness Stage (buyers realize they have a problem).
- Moves to the Consideration Stage (buyers define their problem and research options to solve it)
- Ends at the Decision Stage (buyers chooses a solution)





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How to Set Your Marketing Budget for 2021

LAIRE + HubSpot



6 Blog Templates for Winning Engagement

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Guidebook:

25 Website Must Haves

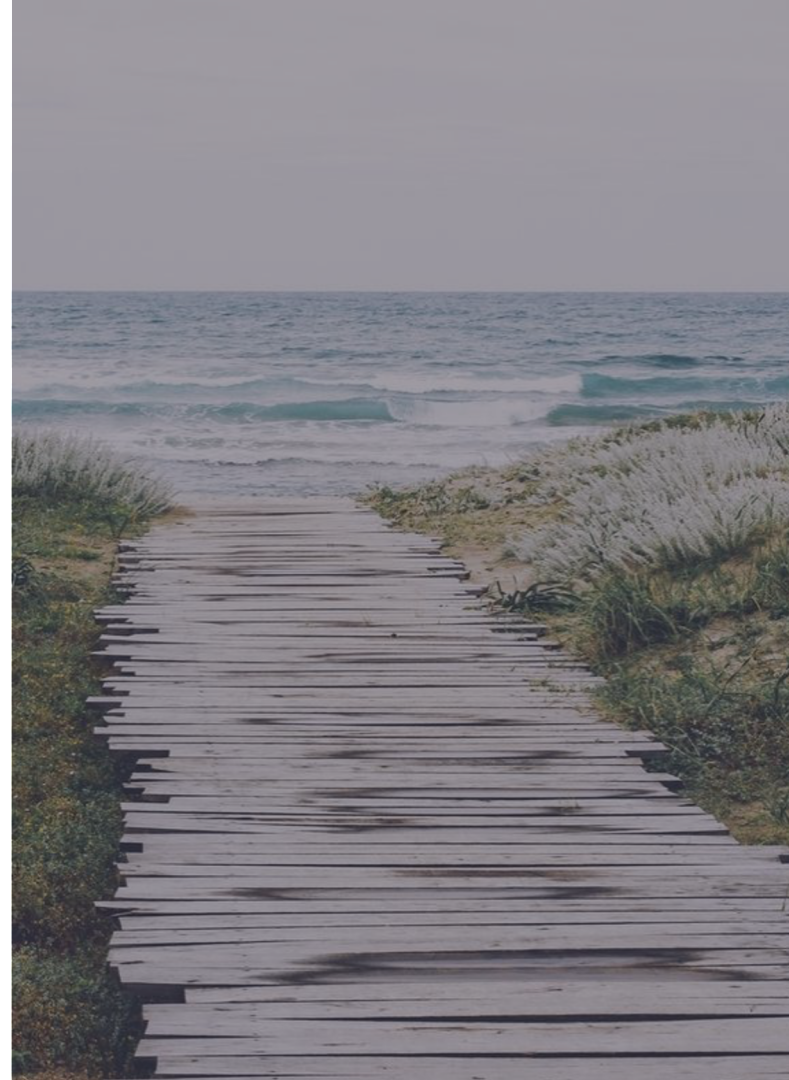
How To Drive Traffic,
Leads, & Sales

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What is the Path Our Customers Take to Buy?

Sales teams, on the other hand, see the buyer journey as involving many more steps, and a lot more complexity”

- **Prospecting** - Through sales and marketing activities, leads discover that your business exists.
- **Lead qualification** - Sales and marketing teams use a variety of methods to determine if leads are qualified.
- **Demo or meeting** - Sales team conducts a demo or meets with leads to introduce your solution.
- **Proposal** - Your sales teams make your case by summarizing how your company will address your potential customer’s needs.
- **Negotiation and commitment** - You discuss expanding or shrinking the scope of work, adjusting pricing, and managing expectations to come to agreement.
- **Opportunity won** - You close the deal and onboard the customer.



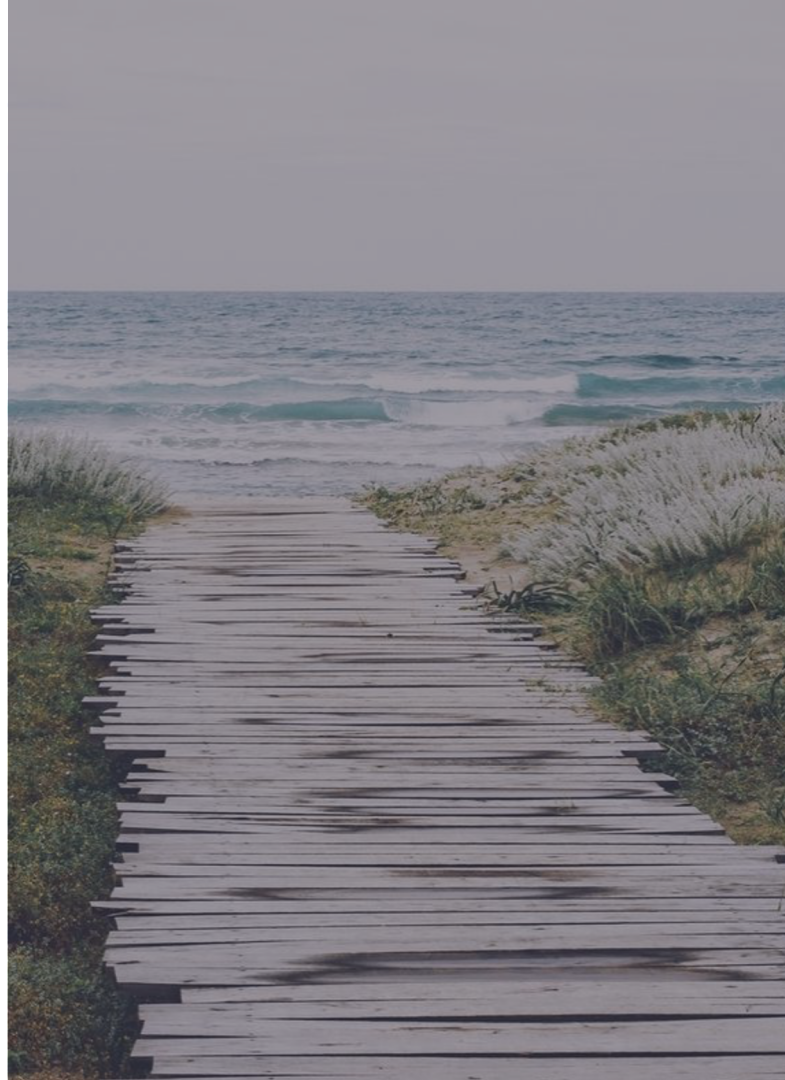


What is the Path Our Customers Take to Buy?

As you can imagine, marketing teams and sales teams that look at the buyer journey in these two different ways are likely to be at odds with each other. They are unlikely to create content that aligns with what buyers need

The solution is for sales and marketing to sit down together to create one buyer journey that reflects the reality in the field.

A unified buyer journey that documents each stage of the sales pipeline helps both teams find better ways to educate and engage buyers, and move them down the sales funnel.



Track Joint Key Performance Indicators (KPIs)

What are We Measuring, Together?

Review or set KPIs, both in terms of the metric used and the targets set, to ensure they don't become counterproductive once your teams are aligned.

For example, setting an MQL target for marketing without considering the impact on sales could lead to problems.

A very high MQL target might result in marketing upping lead scores and passing more, less qualified leads to sales – marketing may reach its target while the sales conversion rate will go down.



What are We Measuring, Together?

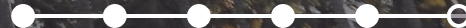
The best way to set KPI targets is to review current conversion rates across the whole funnel and work backwards calculating:

- How many new customers do you need to reach revenue goals?
- How many MQLs or SQLs do you need to close that number of sales?
- How many leads do you need to generate to produce that number of MQLs?
- How much website traffic do you need to create that many MQLs?



The background of the slide is a low-angle photograph of numerous tall palm trees against a clear, light blue sky. The trees are silhouetted against the sky, creating a dense canopy effect.

Keep Sales + Marketing Messages Consistent





Connect Communications to Buyer Value, Not Features

Tapping into customer insights is extremely effective, particularly for B2B technology companies.

However, many companies are strongly attached to the features and specifications that they feel are valuable for messaging — not the areas that the buyer values.



Conversely, the most successful tech and IoT companies sell their buyers on perceived value, not on features. Consider IBM's emotional tagline, taken from their website's homepage:



“Fly higher while the rest of your industry figures out how to take off.”

And Cisco's product positioning is also compelling, even though it avoids mention of features:



“Unlock the power of the evolved mobile internet.”

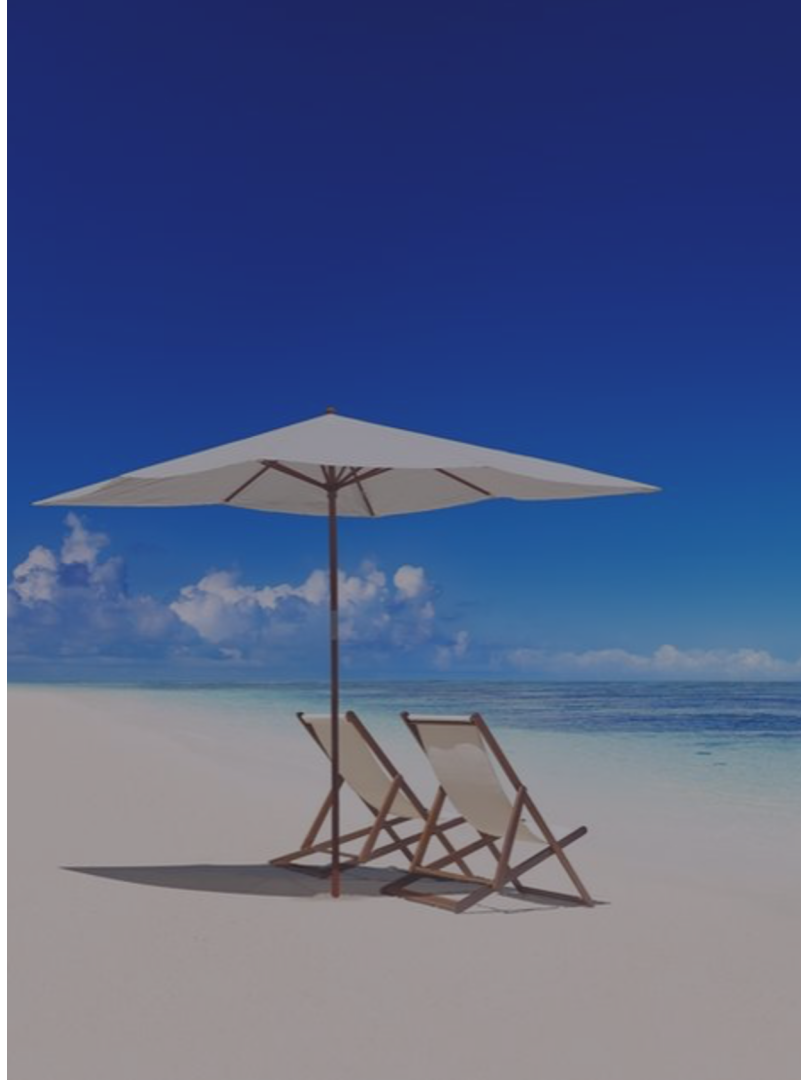
The technical capabilities behind your product are very exciting to your own employees. But step into the mindset of the buyer. What is the overall value of the partnership, service, or product? In most contexts, value must be communicated long before features are mentioned.

How to Position Your Communications for the Buyers' Needs

First and foremost, you must take a step backwards to see your value proposition.

This is because when you get too attached to your most exciting features, you can have trouble separating yourself from the overarching impact your company provides.

At its core, value is often sentimental or philosophical.





How to Position Your Communications for the Buyers' Needs



Consider these two statements:

“ABC service has an easy-to-use interface, dozens of customization options, and great support.”

Or...

“Get peace of mind with comprehensive, end-to-end data security. Scale your security as you scale your business. 100% guaranteed.”

Without context, which is more compelling? The latter statement clearly answers the question: “What’s in it for me?” Peace of mind is a compelling concept. It triggers an emotional response.

But an “easy-to-use interface” is only a nice feature... And features don’t move buyers to action.



How to Position Your Communications for the Buyers' Needs

As you craft your communications strategy, consider this:

A list of features will make you susceptible to competitors. Features are easily comparable across brands, and don't provide a purchase incentive.

Peel back a more objective view by taking these steps:

1) Interview happy customers, 2) analyze company testimonials. and 3) conduct persona research

Ask customers how their day-to-day lives or careers have changed thanks to your service. For a candid view, dig into actual statistics on efficiency and security, or get anecdotes about relief, growth, and innovation.

Communicate Well
+ Often!

Marketing + Sales Unite!

Sales and marketing teams should meet frequently to develop deeper understanding of each other's areas of business. The teams should meet to review results, improve processes and plan future campaigns.

Both teams will have a lot to offer one another.

Joint meetings should, however, be based on clear definitions of accountability so that attendees can focus on sharing information and avoid treading on each other's toes.



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