



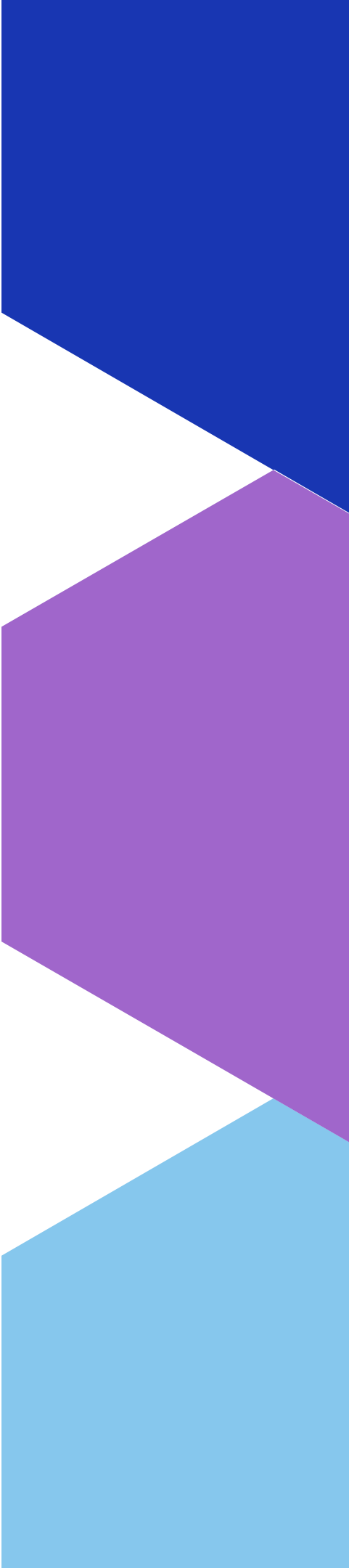
## **Startup Marketing Course**

# **SALES AND MARKETING ALIGNMENT**

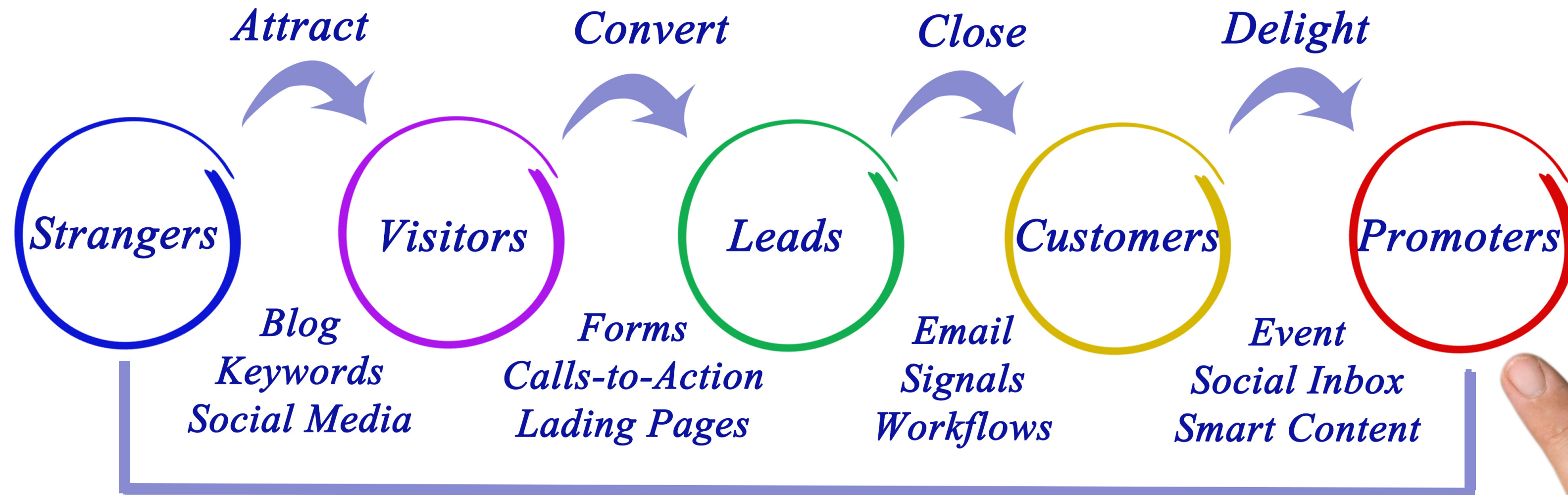
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# **WHAT IS SALES ENABLEMENT?**



# *Inbound Methodology*



# SALES ENABLEMENT

Sales enablement is the processes, content, and technology that empower sales teams to sell efficiently at a higher velocity

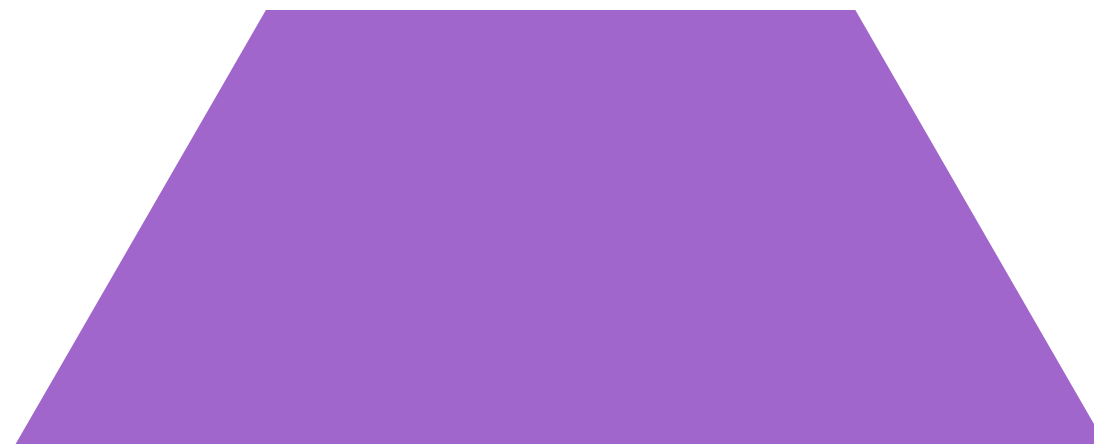


# HOW MARKETING CAN ALIGN WITH SALES



# HOW MARKETING CAN ALIGN WITH SALES

- ✓ Have an agreed upon-definition of a sales-ready lead



# LEAD QUALIFICATION MATRIX

	Sales-Ready	Unready
Good Fit		
Poor Fit		

# Lead Qualification Matrix

	Hand Raisers	Sales-Ready	Unready
Good Fit			
Poor Fit			

# IF YOUR LEADS AREN'T READY FOR SALES, USE:

- **Email nurturing**



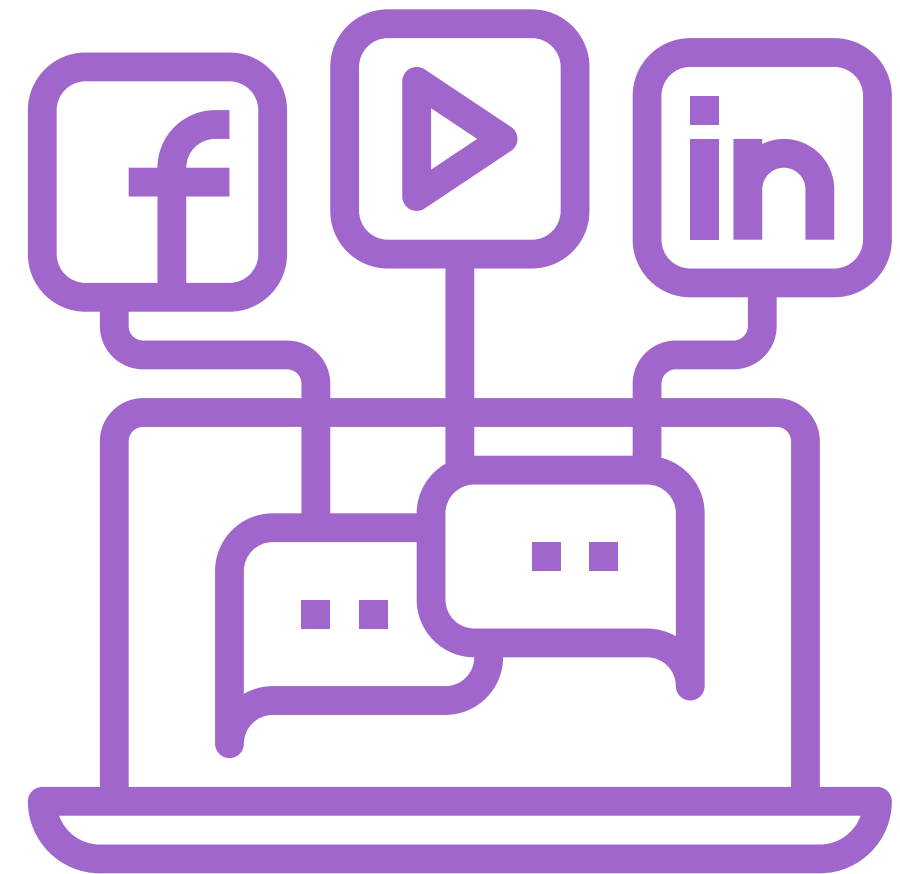
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- Paid retargeting on social media channels



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- Specific segmented social media streams



# IF YOUR LEADS AREN'T READY FOR SALES, USE:

- **Email nurturing**
- **Paid retargeting on social media channels**
- **Specific segmented social media streams**
- **One-on-one interactions**



# HOW MARKETING CAN ALIGN WITH SALES

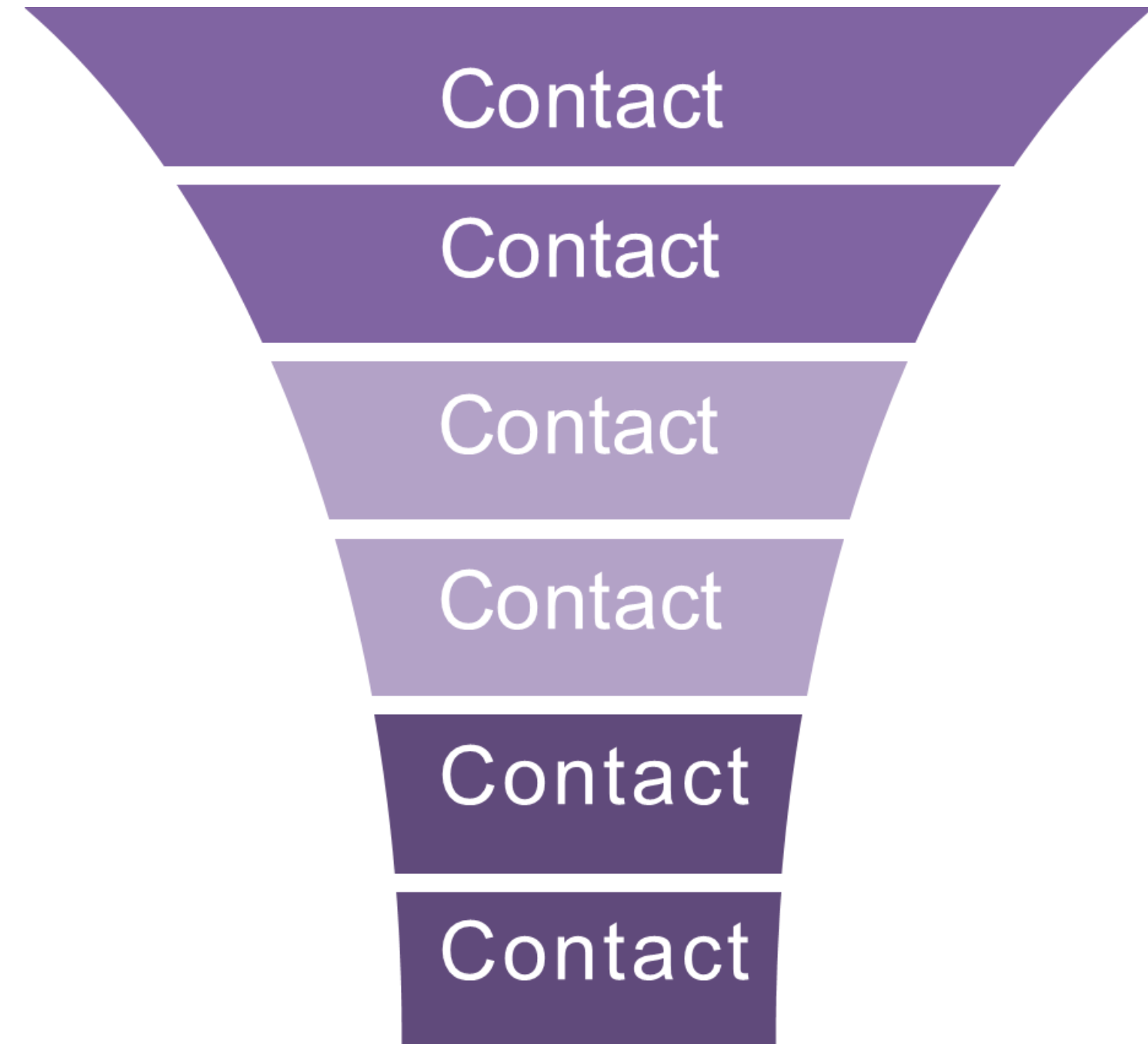
- ✓ Have an agreed-upon definition of a sales-ready lead
- ✓ Define lifecycle stages of your contacts



# MARKETING & SALES

**The most generic term  
for anyone is acontact.**

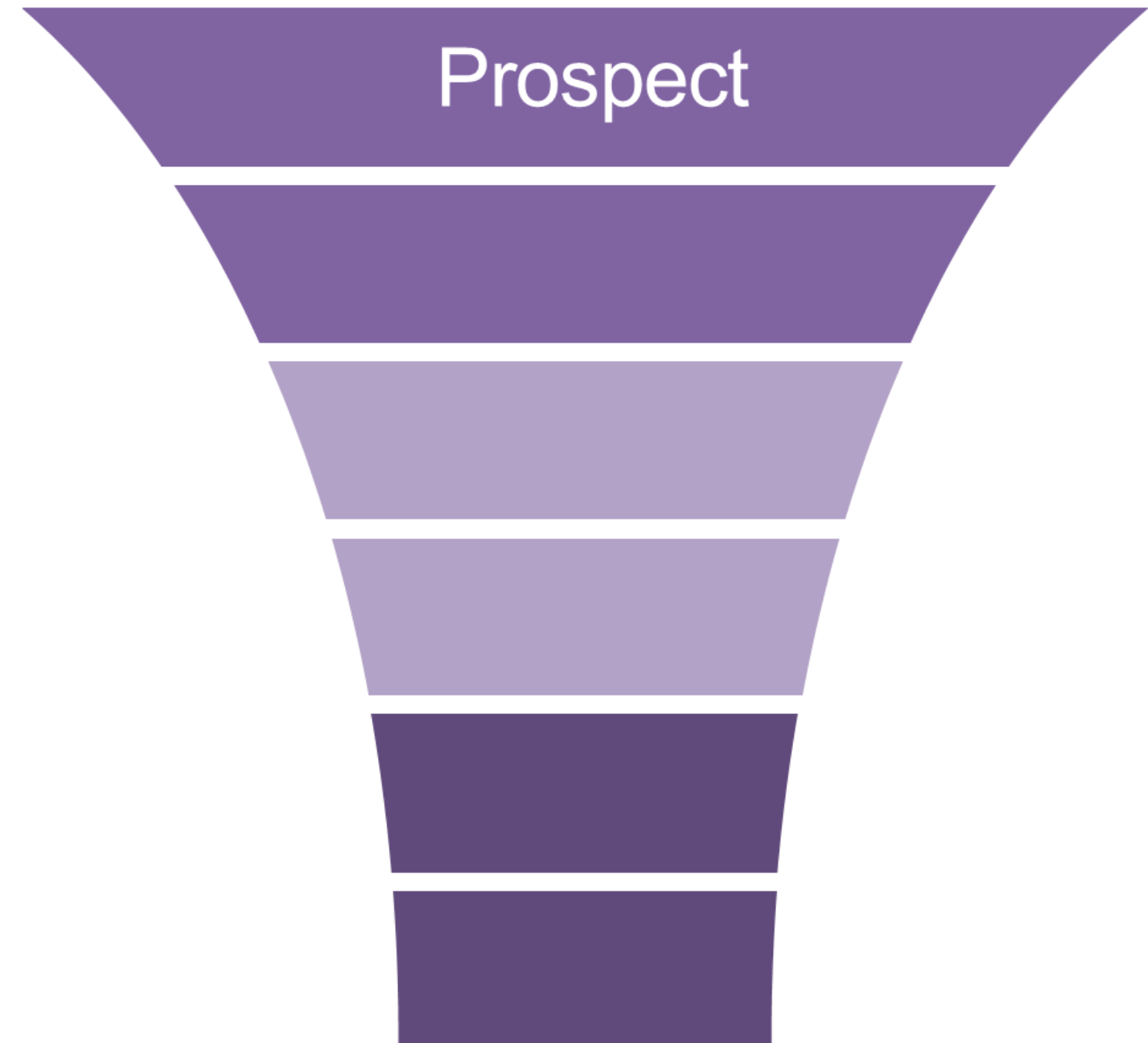
The term contact doesn't indicate which  
partofthe buyer's journey someone is in.



# MARKETING & SALES

## Prospect:

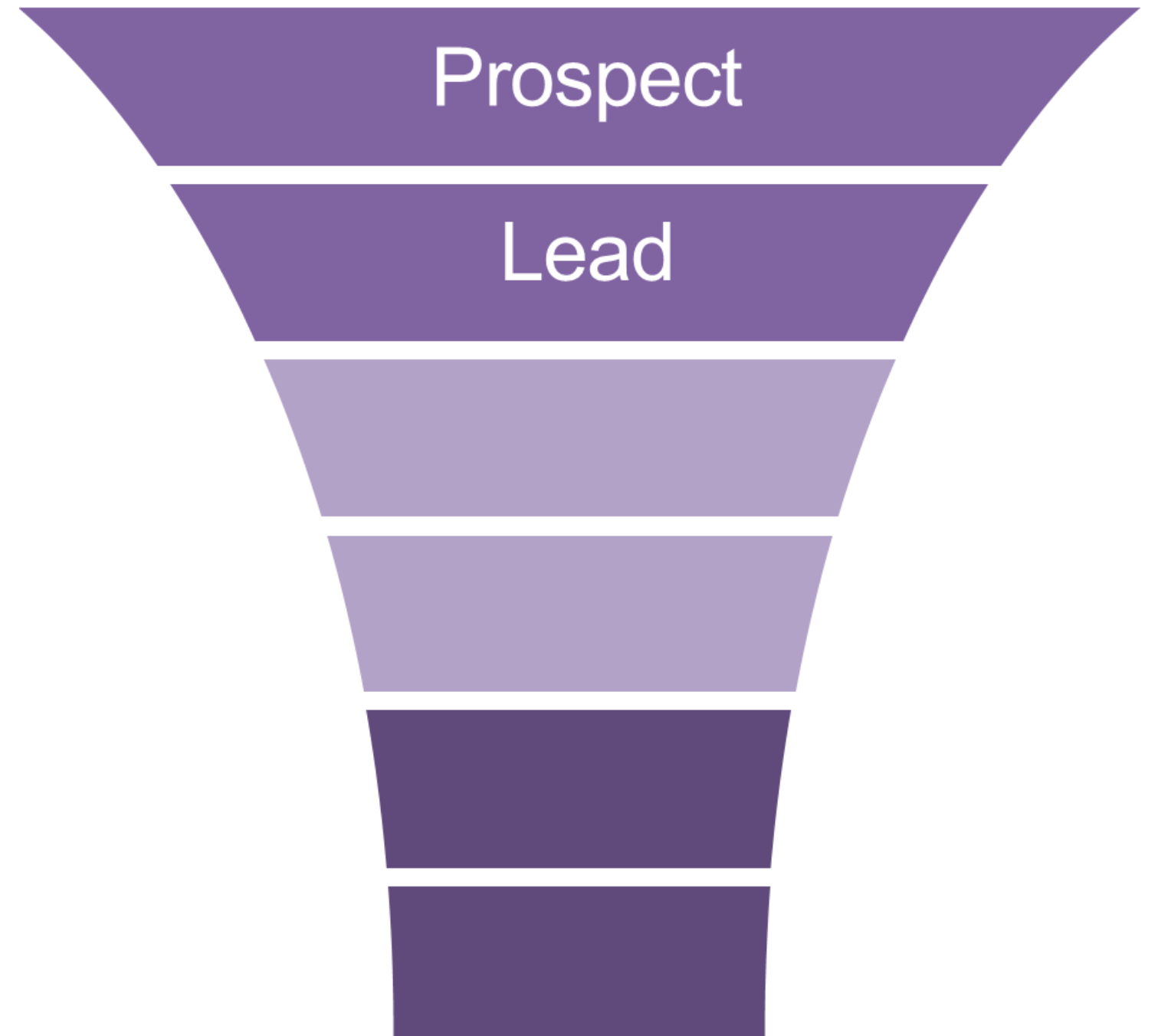
Website visitors who you've gathered minimal data on or who have signed up for a blog or an email newsletter.



# MARKETING & SALES

## Lead:

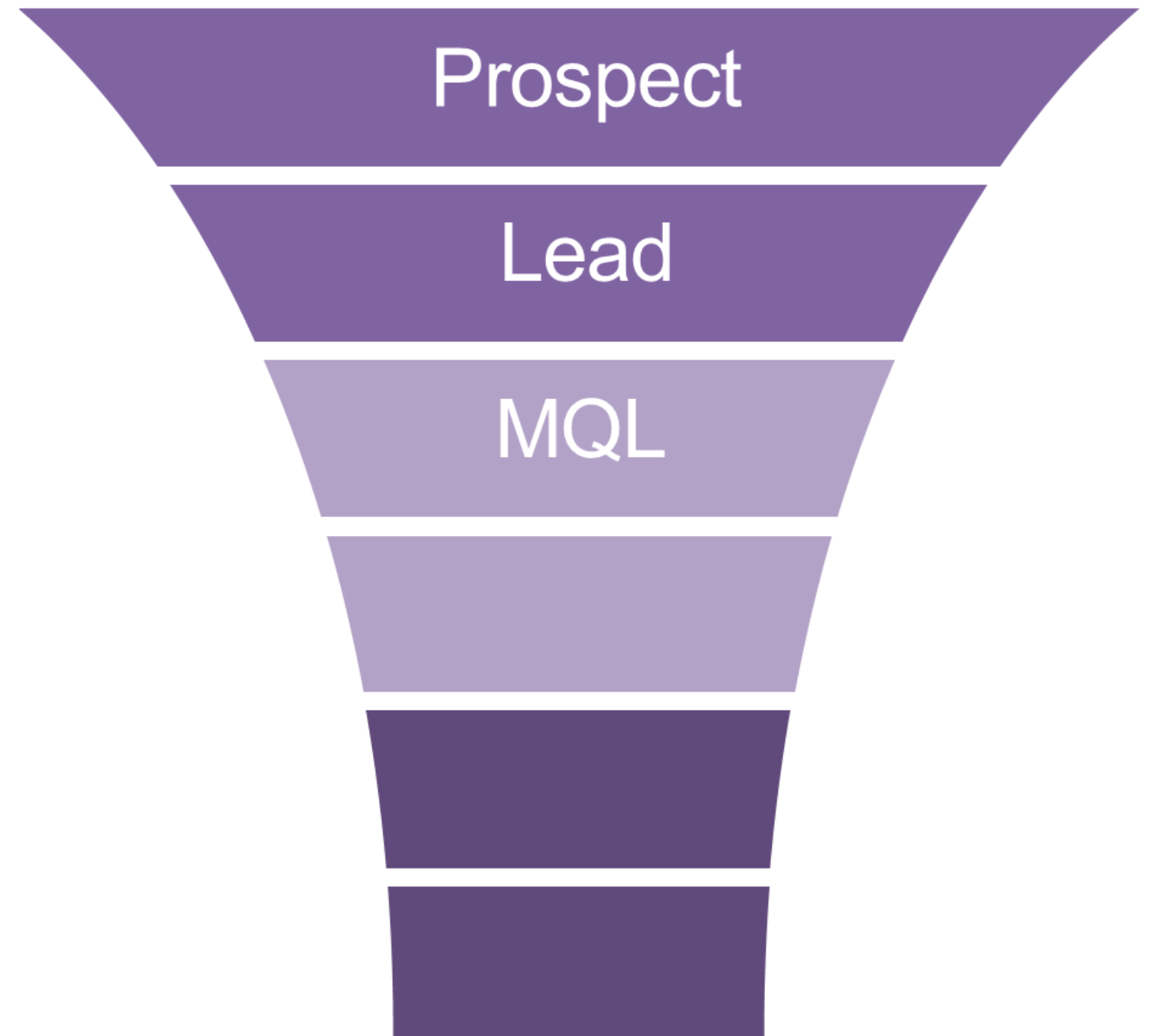
A contact who has submitted their information through a form or by starting a chat on your website.



# MARKETING & SALES

## Marketing Qualified Lead (MQL):

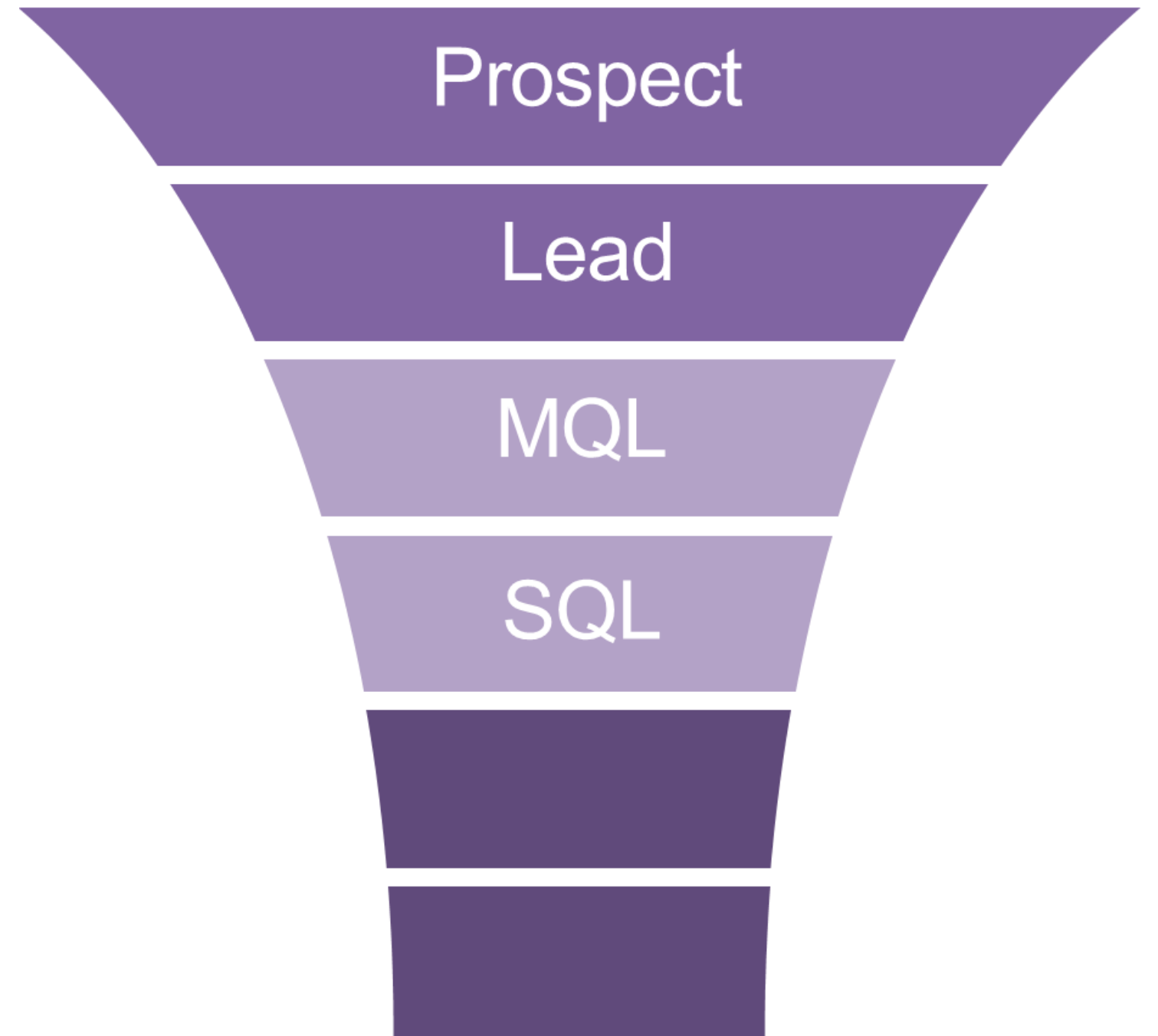
Contacts who have raised their hands (metaphorically speaking) and identified themselves as more deeply engaged, sales-ready leads.



# MARKETING & SALES

## Sales Qualified Lead (SQL):

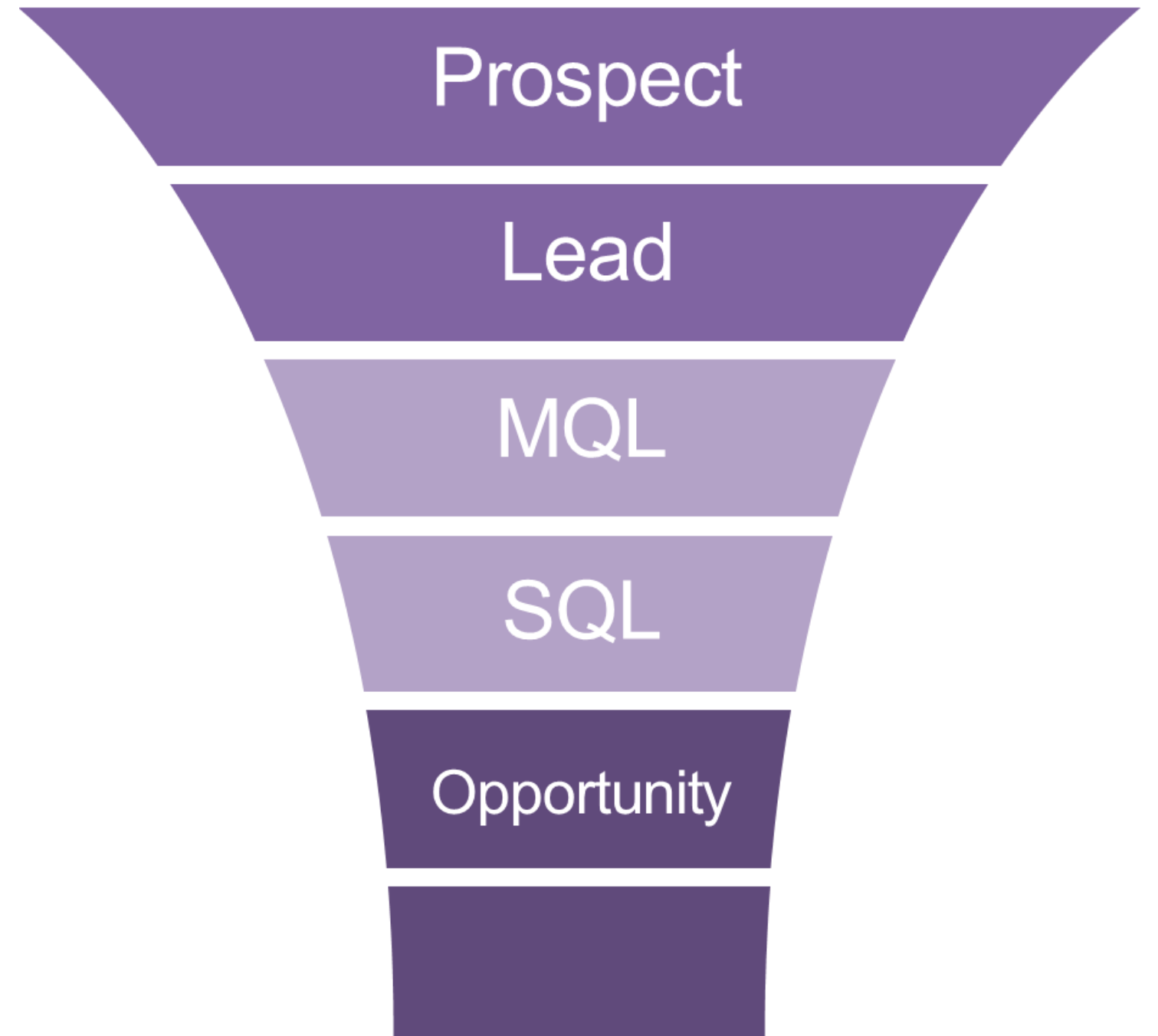
Sales team has determined to be worthy of a direct follow-up after thorough examination.



# MARKETING & SALES

## Opportunity:

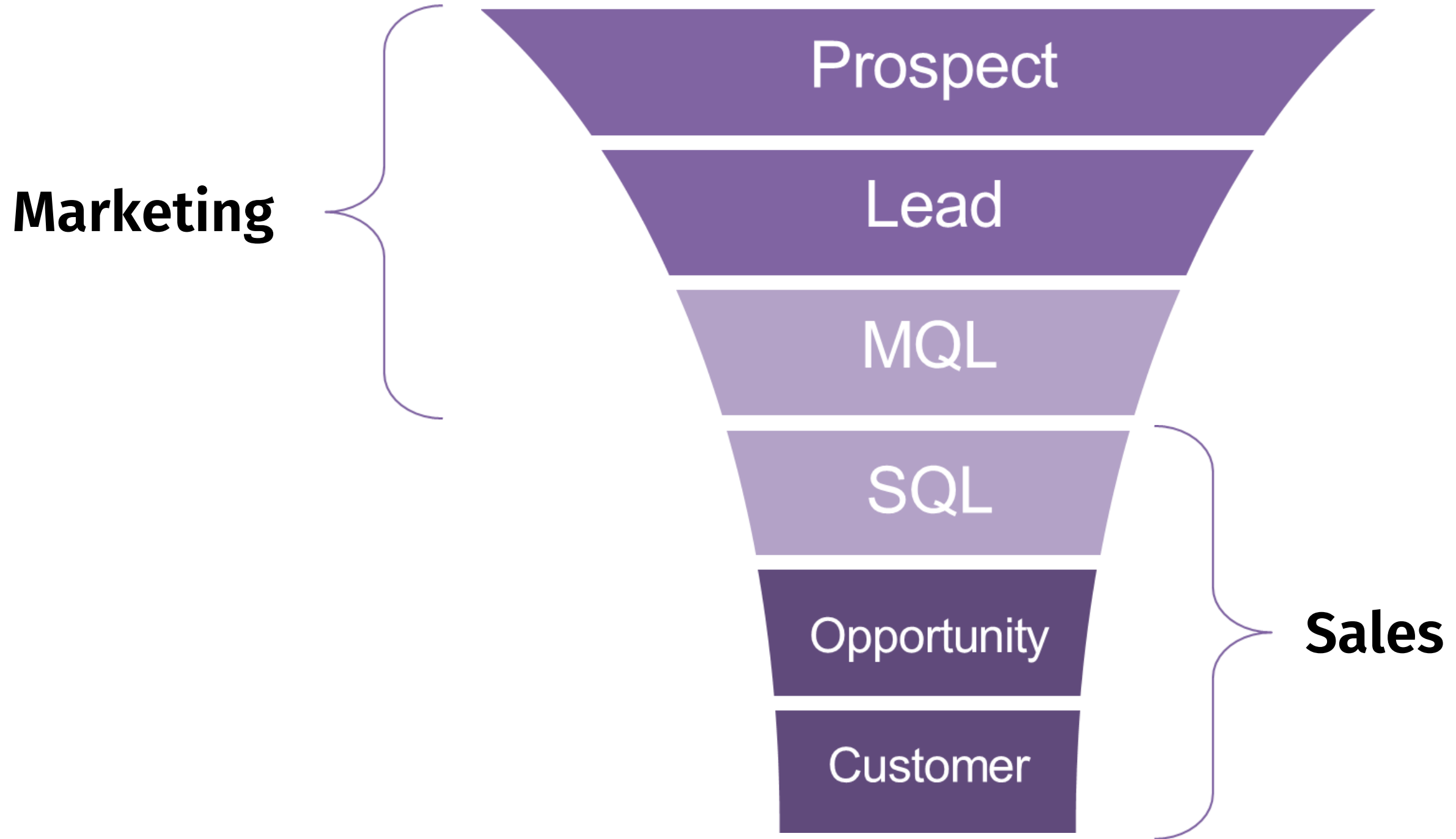
A SQL that a sales rep has communicated with and logged as a legitimate potential customer.



# MARKETING & SALES



The key is to understand which contacts are owned by marketing and which are owned by sales.



# HOW MARKETING CAN ALIGN WITH SALES

- ✓ Have an agreed-upon definition of a sales-ready lead
- ✓ Define lifecycle stages of your contacts
- ✓ Implement a service-level agreement (SLA)





This is a  
**two-way agreement.**

Marketing commits to delivering  
a certain number of leads to sales, and  
sales commits to contacting those leads  
within a certain timeframe.

# SERVICE-LEVEL AGREEMENT

**(SLA)**

Formalize the marketing and sales goals to ensure the company is set up to reach its revenue goal.

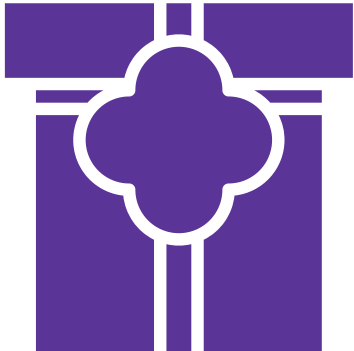


# TO CREATE AN SLA, YOU'LL NEED:

**The average conversion rate from lead to opportunity**



**The average conversion rate from opportunity to closed sale**



**The average value of a sale**



# EXAMPLE

## TO CREATE AN SLA, YOU'LL NEED:

The average conversion rate from lead to opportunity: **50%**

The average conversion rate from opportunity to closed sale: **50%**

The average value of a sale: **1,000euros**

Timeframe: **one month**

# EXAMPLE:

## SLA

1. Revenue goal / Average value of sale = # of customers needed

100,000 euros / 1,000 euros = 100 new customers (permonth)

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2. # of customers needed / Opportunity-to-close sale % = # opportunities needed

100 new customers / 50% = 200 opportunities (permonth)

# EXAMPLE:

## SLA

1. Revenue goal / Average value of sale = # of customers needed

100,000 euros / 1,000 euros = 100 new customers (permonth)

2. # of customers needed / Opportunity-to-close sale % = # opportunities needed

100 new customers / 50% = 200 opportunities (permonth)

3. # of opportunities needed / Lead-to-opportunity % = #leads needed

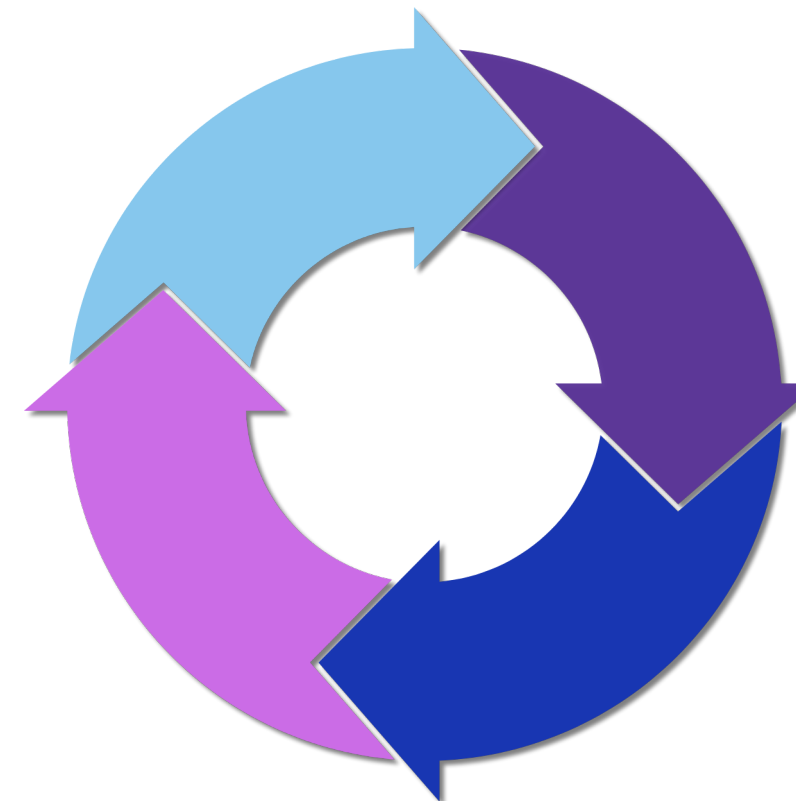
200 opportunities / 50% = 400 leads (permonth)

# EXAMPLE SLA

Every month, marketing will deliver 200 qualified leads to sales, and sales will contact each of those leads within 24 hours of receiving it.

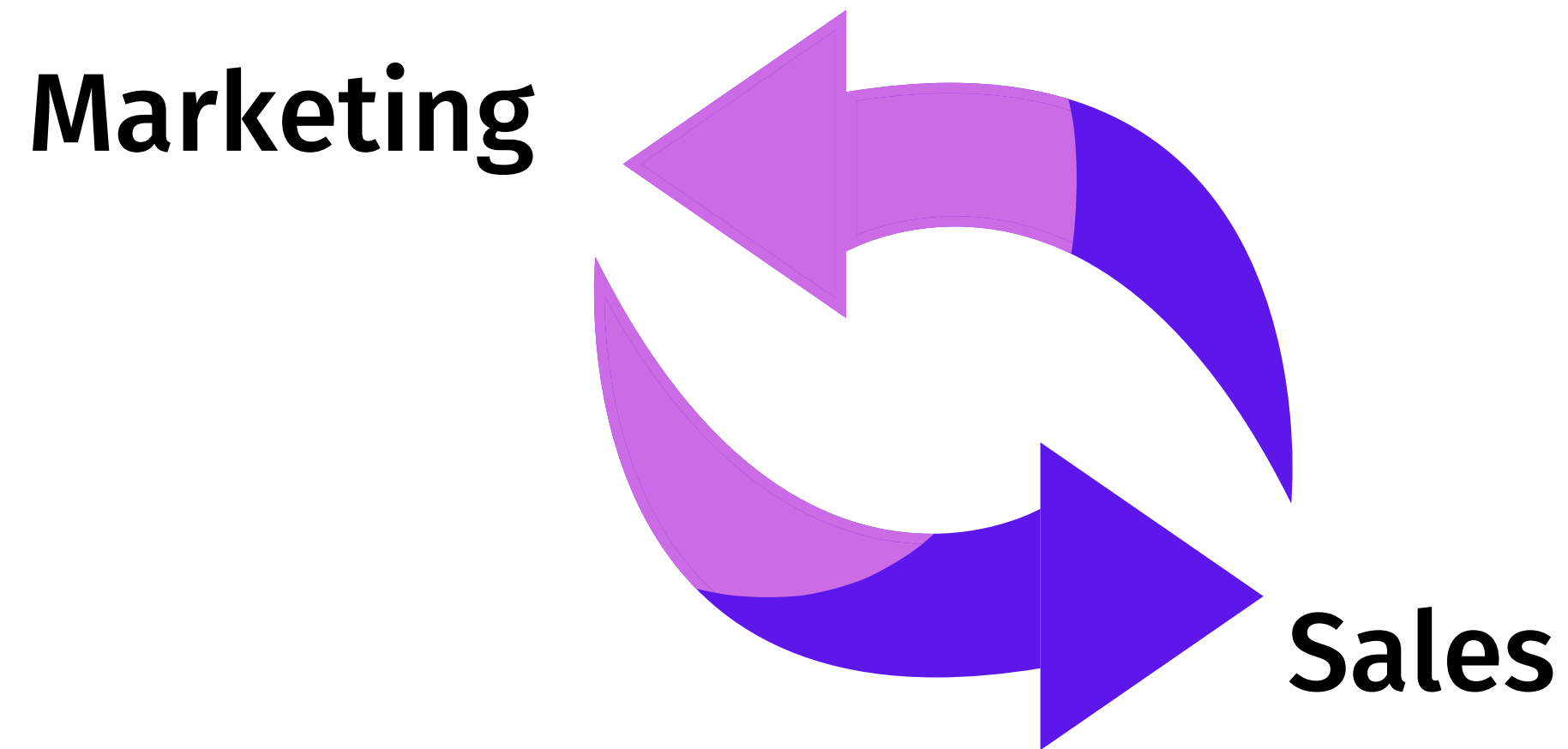
# HOW MARKETING CAN ALIGN WITH SALES

- ✓ Have an agreed-upon definition of a sales-ready lead
- ✓ Define lifecycle stages of your contacts
- ✓ Implement a service-level agreement (SLA)
- ✓ Set up closed-loop reporting



# CLOSED-LOOP REPORTING

Completes the feedback loop between Marketing and Sales.



# QUESTIONS TO IDENTIFY IF YOU NEED TO SET UP CLOSED-LOOP REPORTING

- Do you send leads to sales and never hear about them again?
- Do you end up creating and trying to manage duplicate leads?
- Do you send leads to sales with the basic contact information, but without intelligence about what content those leads consumed?
- Are you unsure of the impact your marketing efforts are having on revenue?

# BENEFITS OF CLOSED-LOOP REPORTING

## Marketing

- Get up-to-date contact info and status updates
- Learn which marketing programs are working and which aren't
- Increase marketing ROI

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## Sales

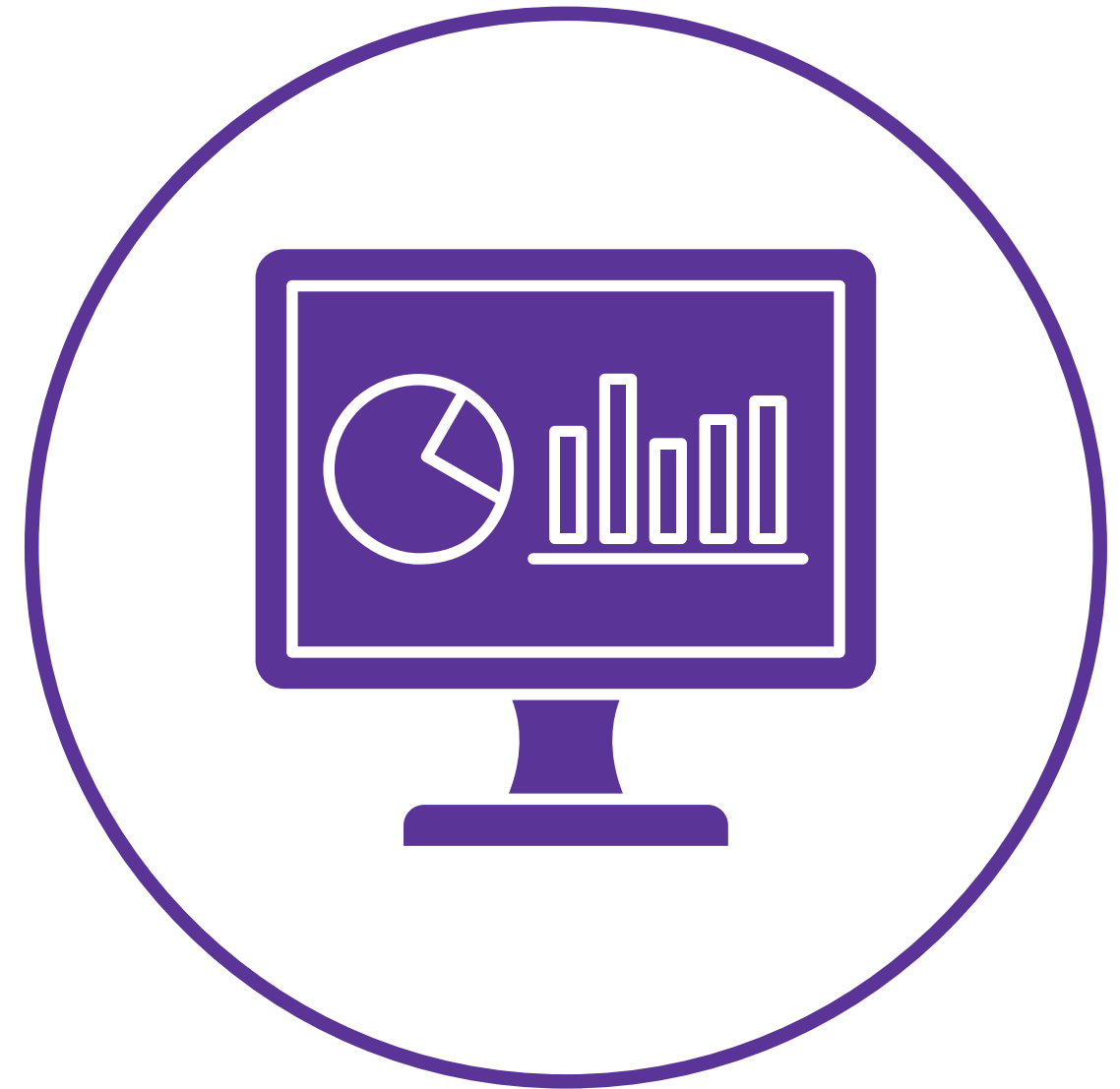
- De-duplicate contacts
- Prioritization of contacts
- More educated contacts
- Increase close rate and sales ROI

# CLOSED-LOOP REPORTING ALLOWS YOU TO:

- Analyze which marketing sources (organic, social, referral, etc.) are producing the most customers
- Use conversion assists to help you understand how each individual piece of content you create contributes to closing customers
- Provide a timeline of all of the interactions a contact took prior to becoming an MQL or a customer
- Pass information to sales that can help aid them in connecting and engaging with contacts within the first 24 hours
- Send automatic updates to your sales team when their leads revisit the website or take other key actions, to make sure to follow up at the best time.

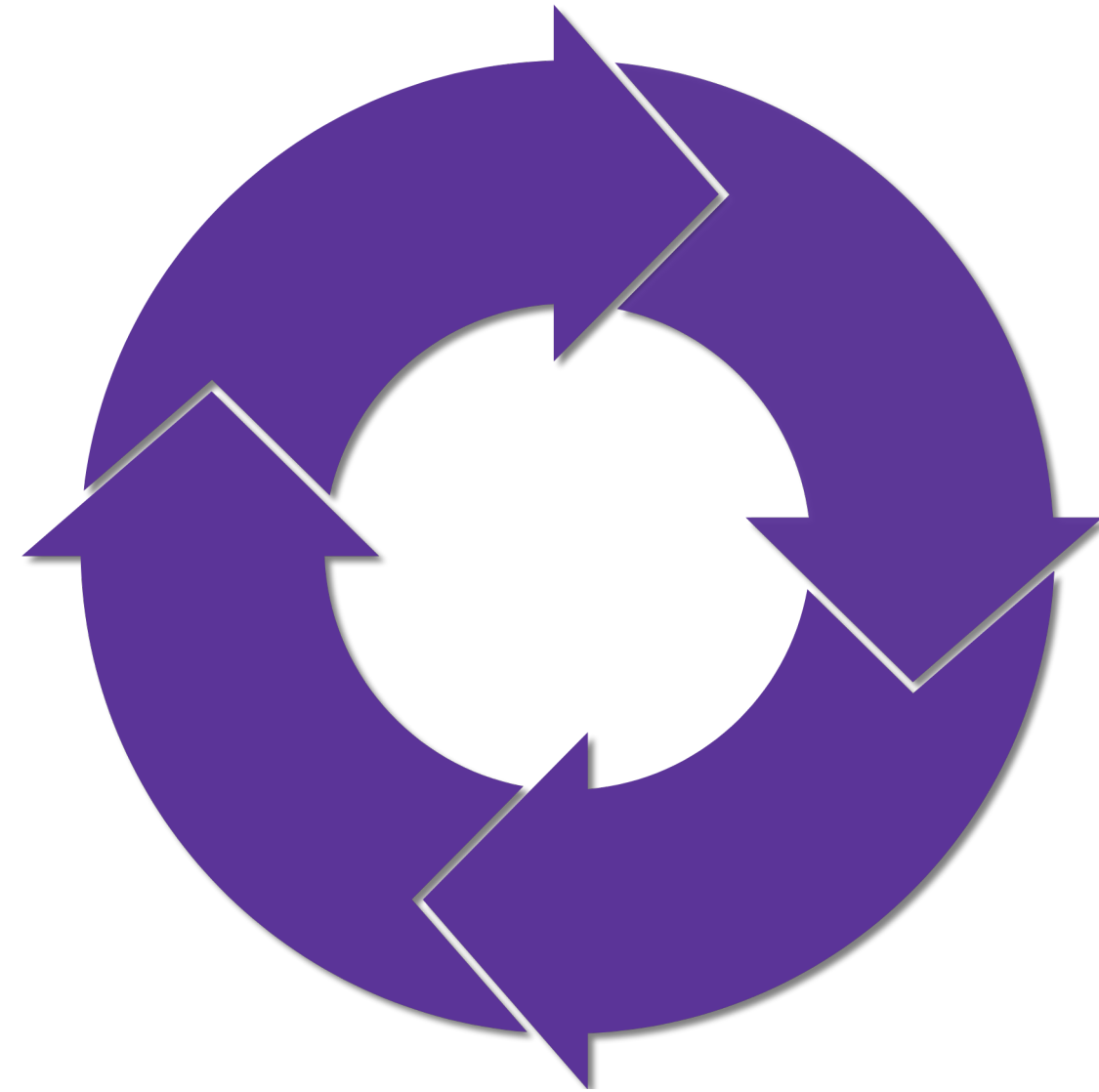
# MARKETING DASHBOARDS

- Service-level agreement
- Volume of visits, leads, and customers
- Leads by source
- Marketing campaigns
- Volume of marketing qualified leads generated



**Align using the same customer relationship management (CRM) system for your processes.**

It provides a full, accurate record of a prospect's entire interaction history.



Keeping activity recording consistent also **reduces friction** when passing a lead from marketing to sales or from one sales rep to another.



# References:

1. [hubspot.com](https://www.hubspot.com)
2. [salesforce.com](https://www.salesforce.com)
3. [hbr.org](https://www.hbr.org)
4. [blendb2b.com](https://blendb2b.com) - The B2B Sales & Marketing Alignment Handbook

THANK YOU