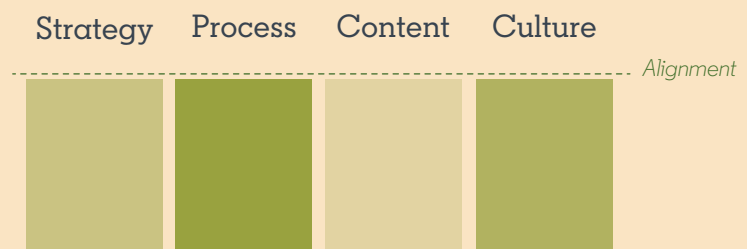


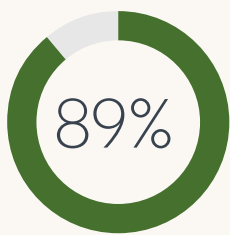
The Four Pillars of Sales and Marketing Alignment

When it comes to Sales and Marketing Alignment, perception isn't the same as reality.

Most organisations believe that they have good alignment on strategy, process, content and culture. However, these businesses also admit to real issues that are undermining buyer experiences and business performance.



The Perception...



of businesses say their priorities for the next 12 months depend on sales and marketing alignment.



85% said sales and marketing alignment is the largest opportunity for improving business performance today

The Reality...

At least



of businesses admit they **face real issues** on strategy, process, content and culture.



Despite good intentions, many Sales and Marketing teams are misaligned on:

- Goals and objectives
- Measuring success and KPIs
- Pipeline growth
- Buyer friendly content

With buyers increasingly impatient about inconsistent experiences, businesses know that closing the gap between perception and reality matters.

New research commissioned by LinkedIn and conducted by Forrester Consulting uncovers four areas where the right adjustments can deliver real progress:

1 A shared concept of customer value to help align strategy

Where do you see content marketing fitting into your business strategy? Does your organisation have a documented content marketing strategy?

This is obviously no longer an option. How does your brand think about this necessary pivot to digital-only strategies?

Do you think businesses should continue to advertise?



An aligned strategy starts with shared goals, evolves to jointly agreed programs and campaigns targeted to the same audiences or accounts, and finishes with common, or connected measures and metrics.

2 Processes calibrated to the customer's buying journey

Sales and Marketing are different functions that involve different processes. However, the process that matters most to both is the customer's buying journey. Linking activity to this common priority can accelerate integration.

3 Content aligned with customer pain points

Marketing briefs start with product features and aim to map these to customer value. Sales conversations start with customer pain points and design offerings around them. When marketing is able to include sales in content planning it seeds ideas that can better support conversations, and clears up a major alignment obstacle.

4 Lead with a culture of respect and trust

Sales and Marketing often don't need direct relationship-building initiatives as much as they need greater empathy. Attending one another's meetings, participating in joint initiatives and celebrating one another's success can foster deeper understanding of trials, tribulations and triumphs.



85%

of businesses say that aligning sales and marketing is their single biggest opportunity to improve performance.

Source: A commissioned study conducted by Forrester Consulting on behalf of LinkedIn, 2020. Base: An online survey of 395 marketing and sales directors and managers from technology, financial services, and professional services firms in the UK, Germany, France, and Ireland.