

# THE POWER COUPLE

How **Sales & Marketing Alignment** Makes Your Business Unstoppable

Barack + Michelle Obama

Marie + Pierre Curie

Bill + Melinda Gates

## SALES + MARKETING

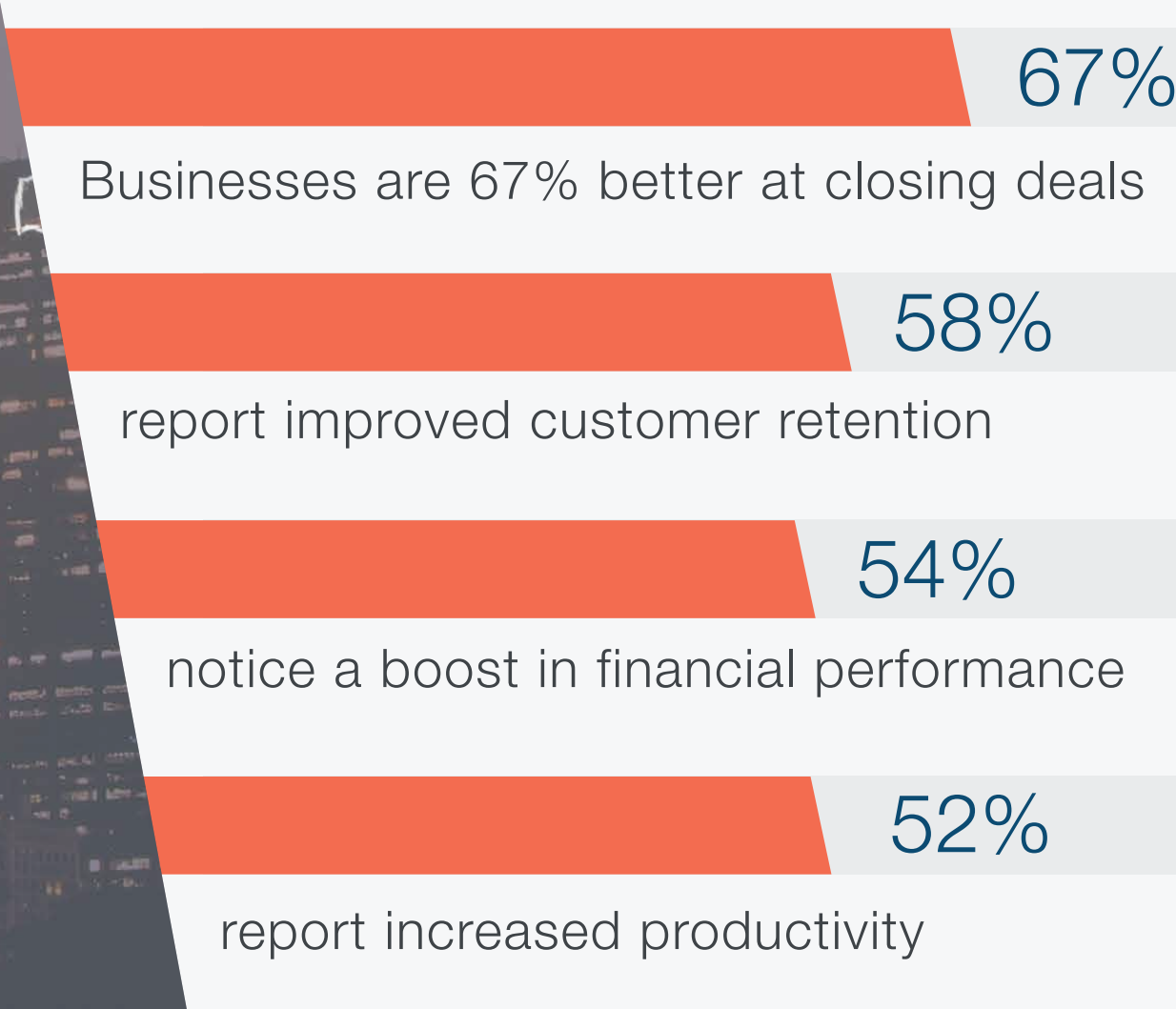
What do these pairings all have in common?

Separately, their impact is impressive. But together, these power couples are *unstoppable*.

## When Sales and Marketing Work Together

Marketing efforts generate

**208%**  
more revenue



## Collaboration is Critical

Aligning sales and marketing objectives is critical to creating effective and rewarding customer buying experiences:



## Best Practices for Boosting Sales and Marketing Alignment

Like any relationship, promoting collaboration among sales and marketing teams takes practice. **Kickstart your alignment efforts with these best practices:**

### START

with leadership—Creating a culture of collaboration starts with active encouragement from leaders

#### PLAN



Plan regular meetings—**57%** of businesses who said they improved sales and marketing collaboration held frequent meetings to share ideas and information.

#### DEFINE

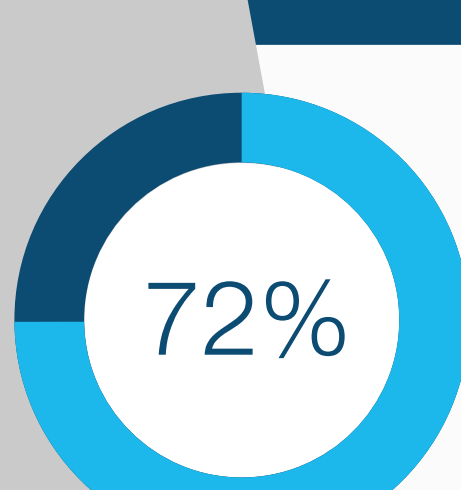


Define objectives and successful metrics clearly—**52%** of sales and marketing leaders believe this improves collaboration

### MEASURE

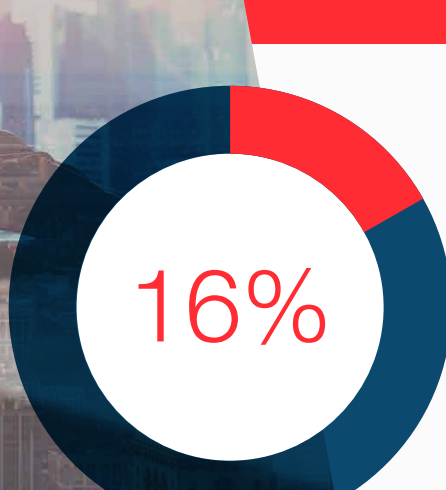
If you can't measure something, you don't know how to improve it

#### USE



Use the right tools and technology to bolster your efforts—**72%** of marketers on LinkedIn have at least one connection in their company's sales department

#### AVOID



Avoid shared budgets—only **16%** of leaders believe a shared budget would improve alignment

## You're Ready!

With these information and tips, you're ready to begin creating a powerful relationship between sales and marketing.

For more information on the business benefits of sales-marketing alignment and how the LinkedIn platform can boost your efforts, download **The Power Couple: How Sales and Marketing Alignment Makes Your Business Unstoppable** eBook today.



Get the Guide