

The Relationship between Sales & Marketing



SALES

VS

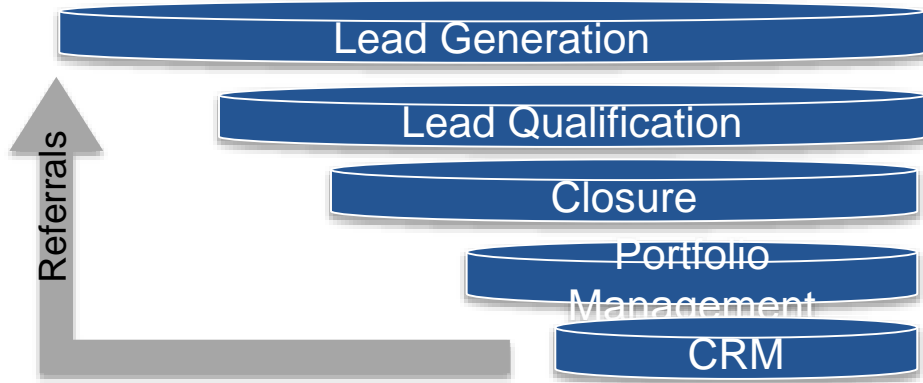


MARKETING

Agenda

- Sales & Marketing Funnels
- Sales VS Marketing Perspectives
- Scenarios
- Types of Relationship
- Conclusion: Why Sales and Marketing need each other

Sales & Marketing Funnels



SALES



MARKETING



Sales VS Marketing Perspectives

- Marketing set price too high
- Marketing spend too much of the budget
- Marketing doesn't understand the customer enough



SALES

- When sales are disappointing, marketing blame sales for poor execution of plan
- Sales focuses on individual customers instead of the entire market
- Companies should be "marketing- led"



MARKETING

SCENARIO #1

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I'm Praying For You Sears, But Marketing Can't Save You This Time

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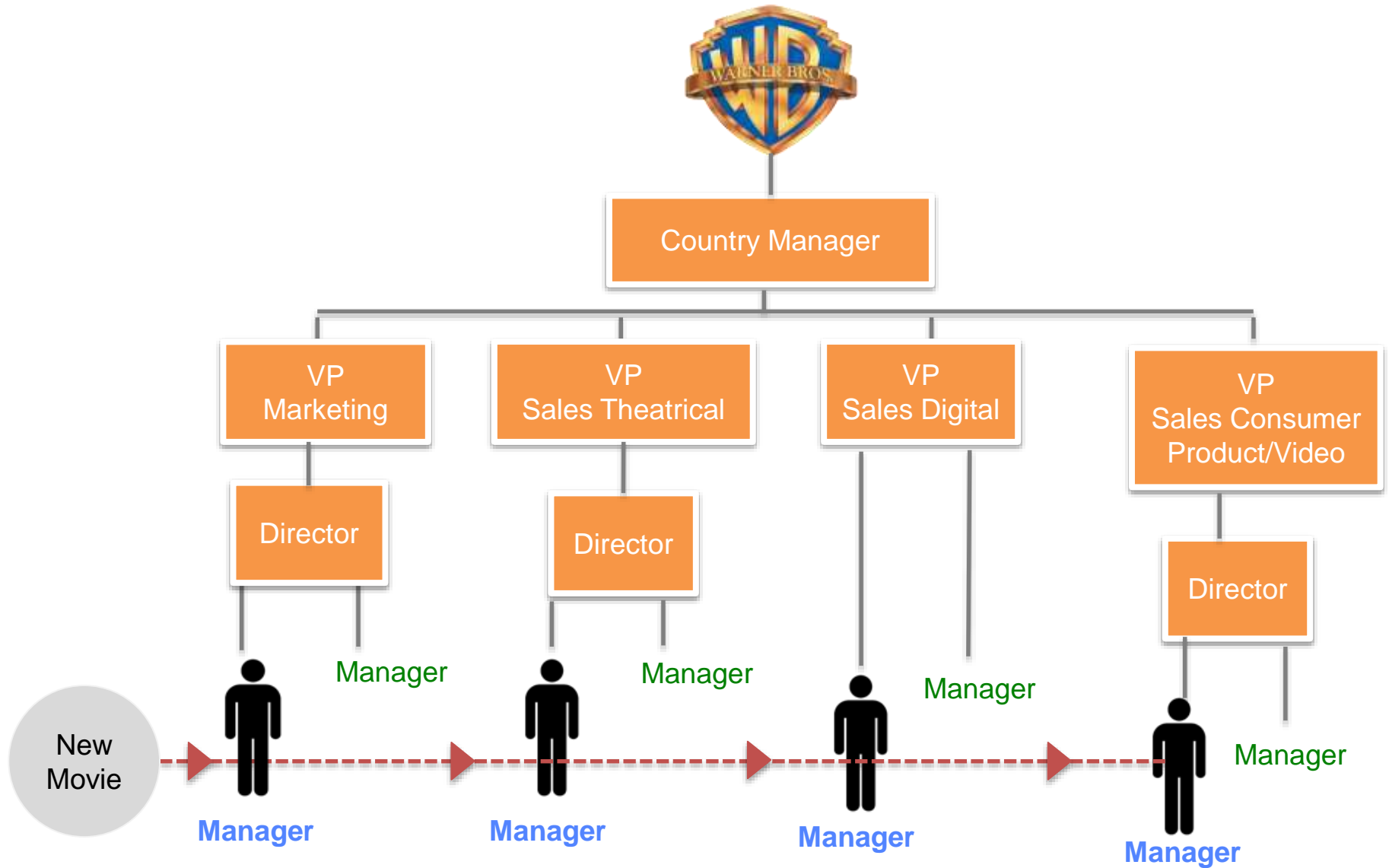
Now, we get to the mind-boggling part. Two days later, Sears began to redeliver the same parts that I had just returned. I thought I was in the movie Groundhog Day, where Bill Murray's character lives the same day over and over again. But I wasn't worried because I now knew about the FORT department. Except that when I called customer service no one had heard of them. On the other hand, each representative dutifully asked if I had any upcoming home repairs that Sears could handle for me.

I finally found the FORT phone number. The boxes are once again gone, and I'm left puzzling what to make of this experience.

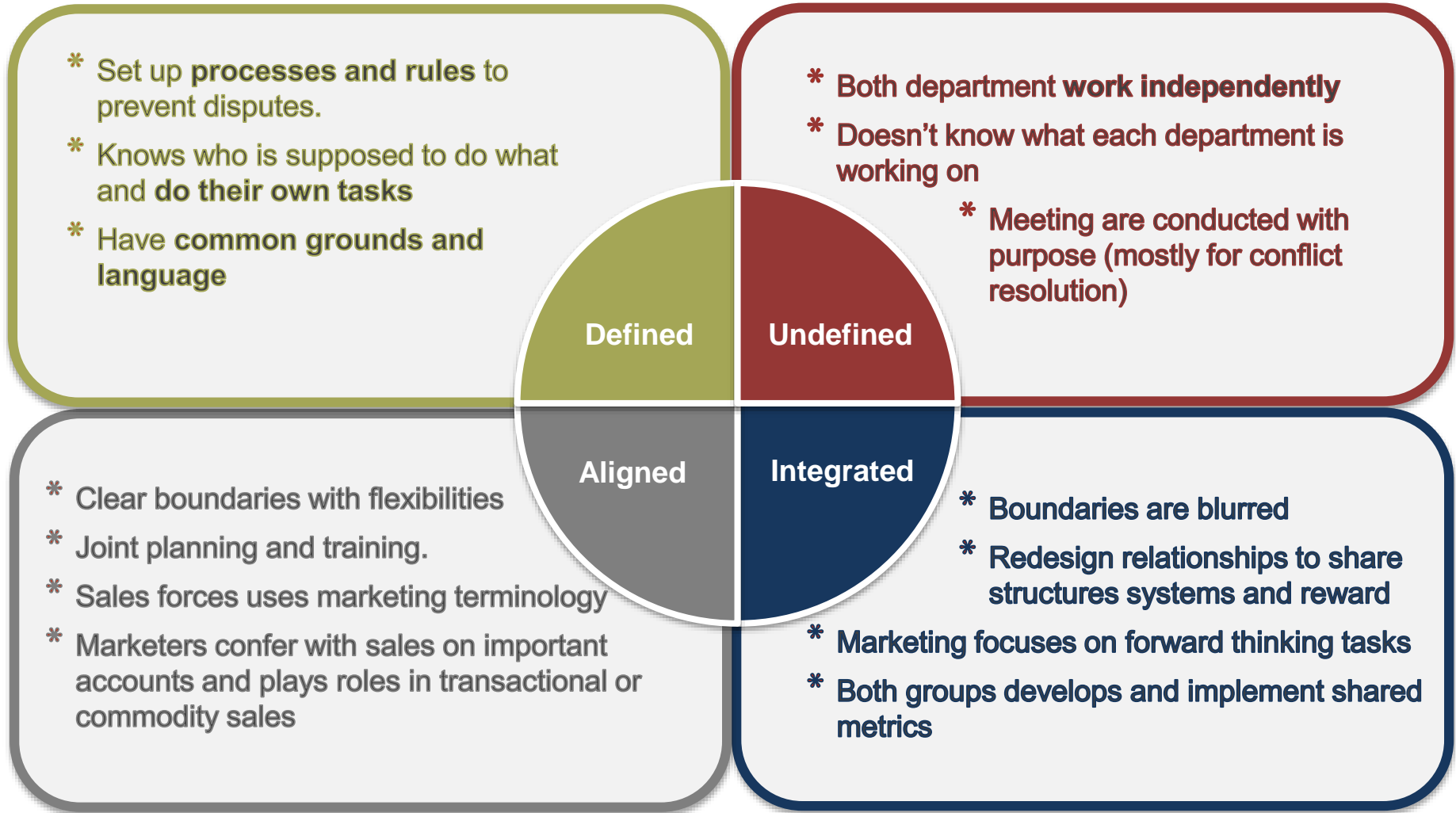
It would be so easy to blame the people, but they were attentive and certainly tried to be helpful. As the comedy of errors piled up, it looked like broken systems and antiquated technology deep in the bowels of the organization beyond the reach of training and simple process fixes. I envisioned enterprise software gone so wild beneath the surface that no single person could intervene and take control.

- Strong brand recognition in the U.S.
- Spent \$340 million for marketing
- Marketing message not aligned with services
- Sales and Customer services problems

SCENARIO #2



Relationship and how it works



Why Sales and Marketing need each other



SALES

- Using sales wins analysis to identify right target market
- Sales have a conversation



MARKETING

- Marketing metrics can drive sales
- Marketing create message
- Develop collateral materials to help sales force attract, qualify leads and close sales



POSITIVE EFFECTS

- ✓ Average growth of 32% in annual revenue
- ✓ Loses 36% of fewer customers
- ✓ Improved Marketing & Sales ROI

THANK YOU