The Relation ship between Sales & 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 VS Marketing Perspectives

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



- 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"



SCENARIO #1

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

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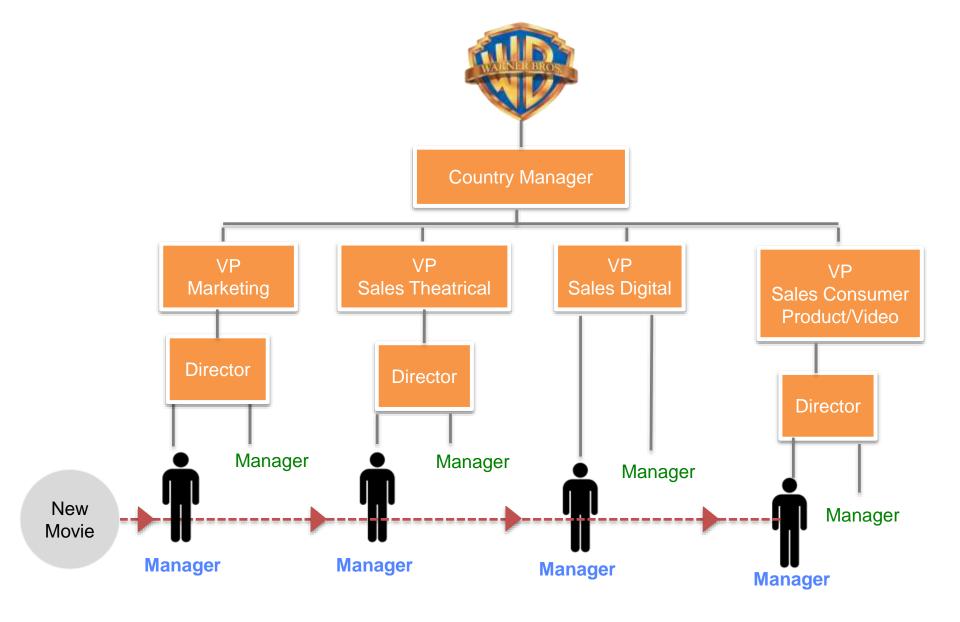
Now, we get to the mind-boggling part. Two days later, Sears began to redeliver the same parts that I had just returned. I thought I was in the movie Groundhog Day, where Bill Murray's character lives the same day over and over again. But I wasn't worried because I now knew about the FORT department. 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 for marketing
- Marketing message not aligned with services
- Sales and Customer services problems

SCENARIO #2



Relationship and how it works

- * Set up **processes and rules** to prevent disputes.
- * Knows who is supposed to do what and do their own tasks
- * Have common grounds and language

* Both department work independently

* Doesn't know what each department is working on

* Meeting are conducted with purpose (mostly for conflict resolution)

Defined

Aligned

Undefined

- * Clear boundaries with flexibilities
- * Joint planning and training.
- * Sales forces uses marketing terminology
- * Marketers confer with sales on important accounts and plays roles in transactional or commodity sales

Integrated

- * Boundaries are blurred
- * Redesign relationships to share structures systems and reward
- * Marketing focuses on forward thinking tasks
- * Both groups develops and implement shared metrics

Why Sales and Marketing need each other



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

- 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