

Sales and Marketing is a Three Legged Stool



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Deliverables

- 3 types of customers *and differences* in how they buy
- How to *outpace your competition* by getting the 3 legs of your sales and marketing stool on firm footing
- Explore what bad things can happen if the the 3 legs *are not aligned*

Key Terms

Marketing is for *Reach!*

- Find and Nurture Leads
- Create Platform for Conversations
- Support Sales

Selling is for *Conversion!*

- Convert Leads to Prospects
- Convert Prospects to Customers
- Retain Customers

The First Leg of the Journey was “How to Sell”

Internal View of Sales

- It is not *what* you sell
- It is *how* you sell



External View of Sales

- It is not about how *we* sell
- It is about how *they* buy

- ❖ Their Needs not Ours
- ❖ Curse of Knowledge
- ❖ Be a Buying Facilitator

It's Not About How You Sell, It's About How They Buy!

3 Primary Types of Buyers



Price

Price, delivery, works
out of box

Efficient Buying cycles



Value

Solution first, value
justification next

Buying cycles
extended in tough
times

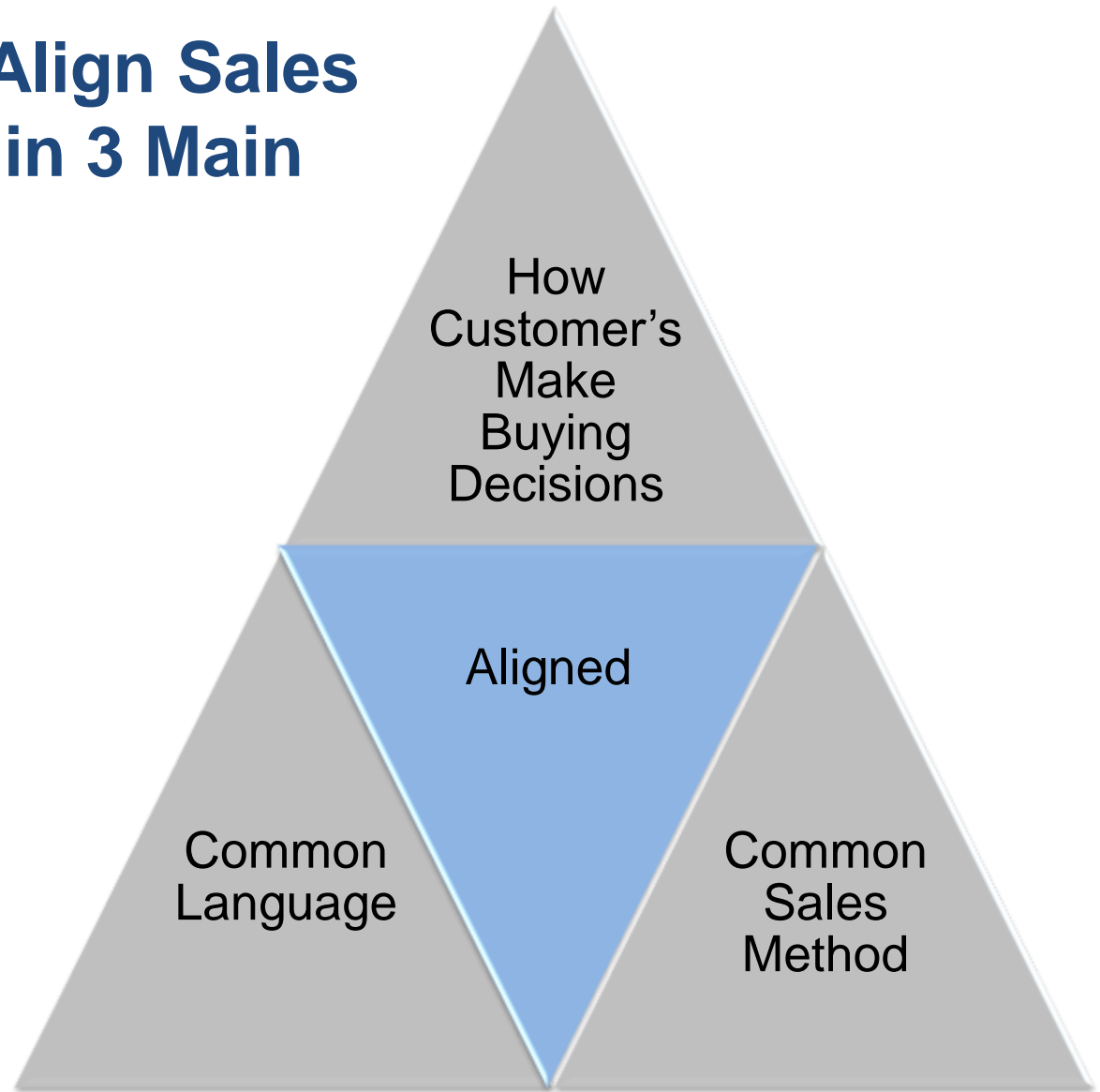
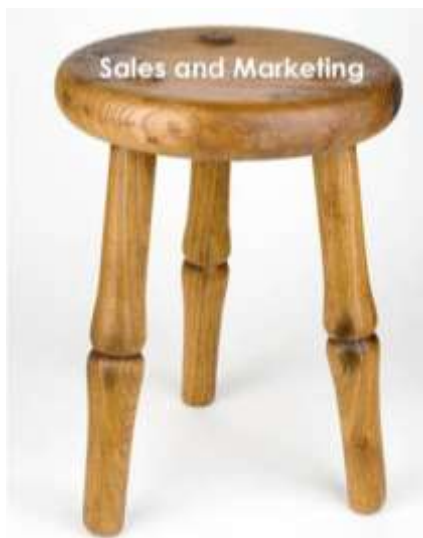


Strategic

Ability to deploy
company resources

Longest Buying
Cycle

Best of Breed Align Sales and Marketing in 3 Main Areas



Why Align Sales and Marketing?

A 2010 Survey of 453 companies indicated those businesses which report the greatest success in aligning Sales and Marketing:

- Grew sales revenue 20% year over year
- Aligned marketing activities with specific sales goals and objectives
- 47% of the sales forecasted pipeline is generated by a *marketing initiated* activity

Common Alignment Issues

- Sales and marketing disagree on what is a lead
- Our marketing activities do not produce enough high quality leads
- It is difficult to help our customers value justify buying from us
- It is difficult to have conversations around the sales funnel, customers go in one end and come out the other.

Presentation Paradigm

- It's not **about IT**, it is about what you can **do with IT**
- It is not a **sales cycle**, it is a **buying cycle**
- It is not about the **cost/lead**, it is about **sales ready leads**





CEO Scenario

Your company is launching a new product or service and trains the entire sales organization in a day long meeting. *(The next week your salespeople start calling on buyers and customers.)*

Assume you video tape three different sales people attempting to sell your new offering to the *same* title within the *same* vertical channel.

If you were to review the tapes, would you be able to determine:

- 1. If the same product/service was being sold?**
- 2. If the salespeople even worked for the same company?**

Shouldn't These Be Consistent?

Marketing
Messages

=



“When they are not consistent, the burden of positioning your offerings falls, by default, on the shoulders of sales people.”



- Would you choose 500 GB for \$59 or 1000 GB for \$79?
- Both are plug and play USB?



- Would you change your answer if the “usage” was to carry large critical files while traveling?
- What is more important, *product features* or the *usage*?

What Factors Resonate the Most?

1. **Specific industry** (82% found this significantly or somewhat more valuable)
2. **Job function** (67% found this significantly or somewhat more valuable)
3. **Company size** (59% found this significantly or somewhat more valuable)

Customer- Focused Messaging

- Who?** Job title/function and specific market/industry
- What?** The *compelling* need of your customer
- Why?** Contributing reasons/issues which prevent your customer from achieving their needs
- How?** How the product or service is *used* to address the customers need
- Value?** Provide measurement of improvements achieved

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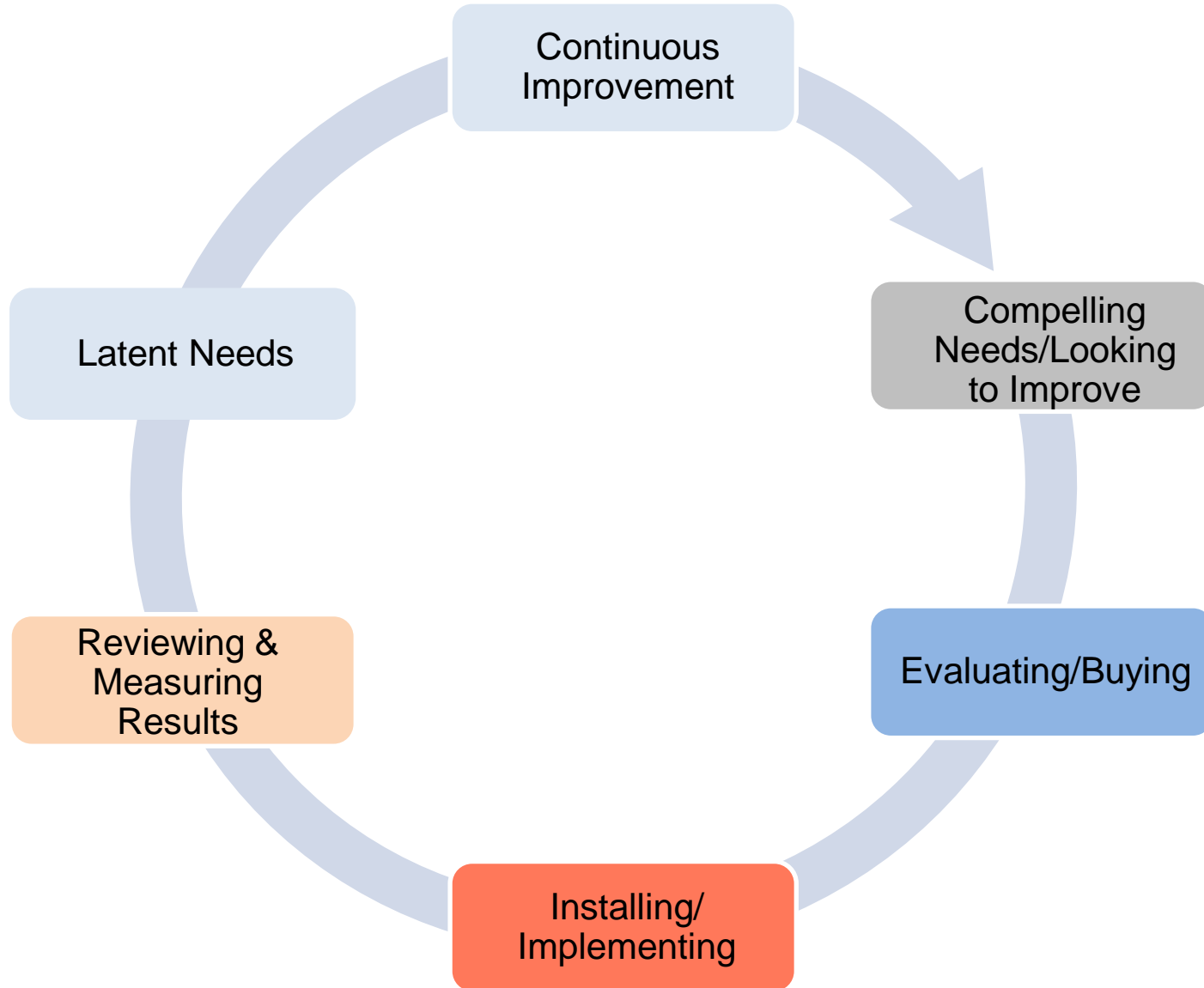


Which Customer Would You Rather Be?

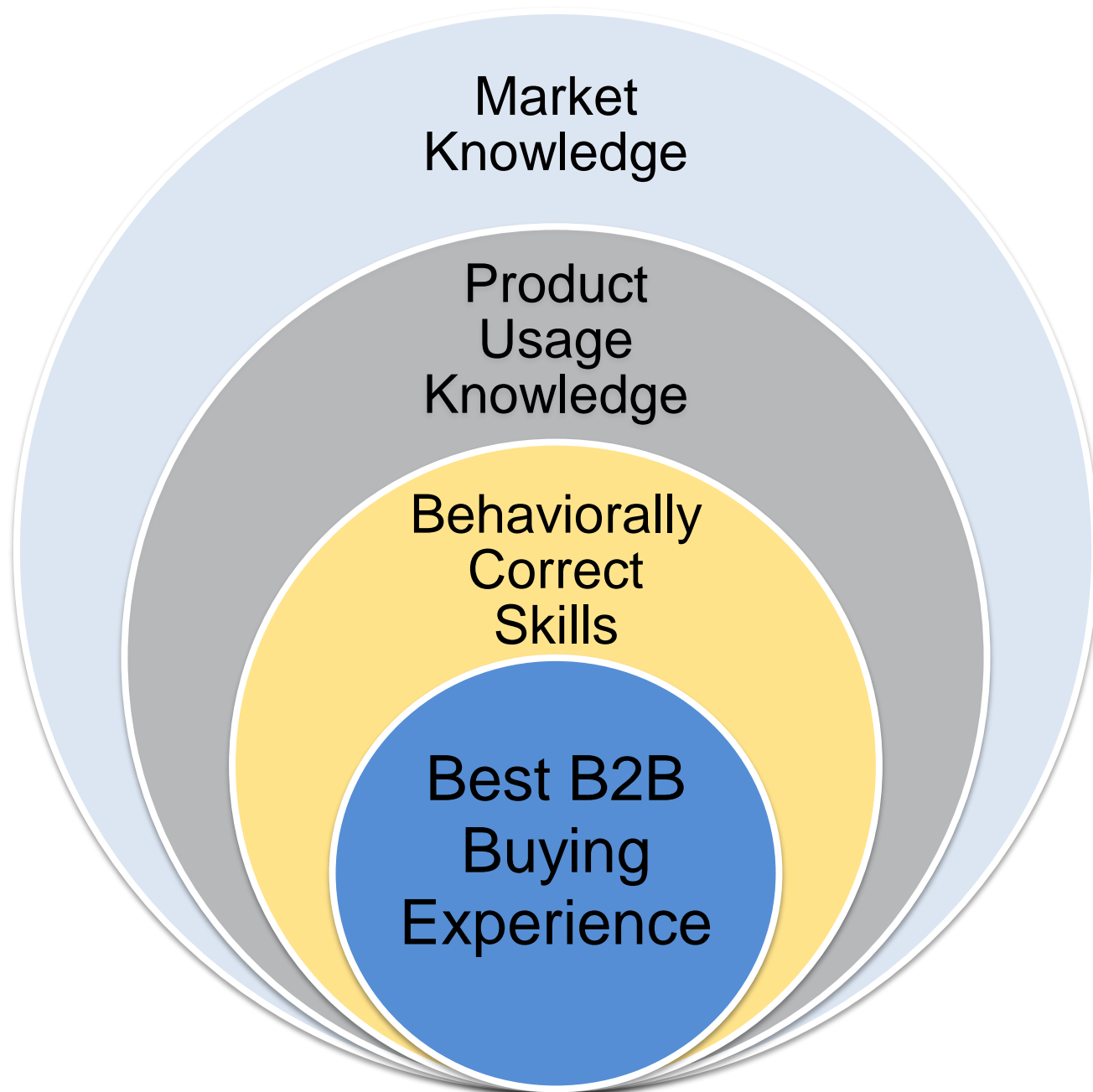


[Tips on How to Align Sales and Marketing Around How Your Customers Buy](#)

The Buying Cycle



Shifting Concerns of Individuals as They Make Buying Decisions



[How to Create the Best Buying Experience in B2B](#)

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Where Do You Lose the Race?



Without a formal definition of what is a *sales ready lead*, organizations will struggle with issues between sales and marketing

Marketing gets measured on *cost/lead*, while sales is measured on closing deals, “their quota”

$$\text{If: } \quad \mathbf{3} \quad + \quad \mathbf{7} \quad = \quad \mathbf{5}$$

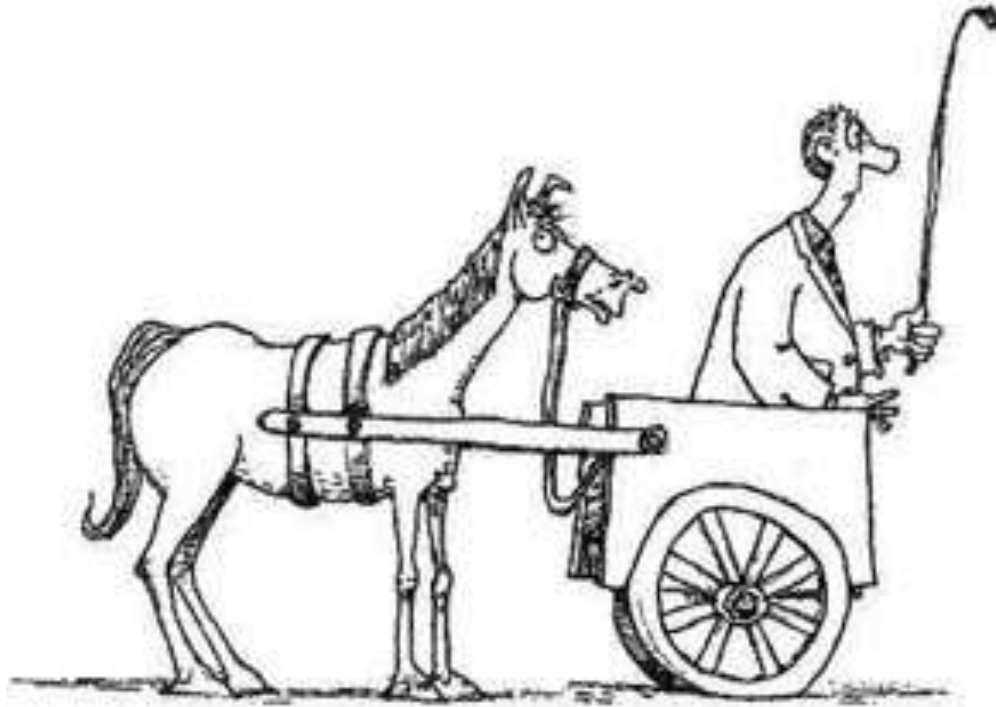
Active *Leak*

- Out of 10 leads, 7 “leak” out of the funnel. Of the 7 leads, 5 go on to purchase in 12 to 18 months and sales is unaware.

$$\text{Then: } \quad \mathbf{50\% \text{ more}} \quad = \quad \mathbf{33\% \text{ less}}$$

- Aligned companies “recycle” the 7 leaked leads back to nurturing.
- Producing 50% more *sales ready leads* at 33% less cost.

What bad things happen if we don't focus on individual's making buying decisions?



[Tips to align Sales and Marketing Around a Common Sales Method](#)

Take Away Considerations



What It Can Do



Buying Cycle



Sales Ready Lead



- Common Language
- How Customers Buy
- Common Sales Method

Questions?



"Now remember, you can fool some of the people all of the time. Those are the ones you need to concentrate on."

[How to Contact Vision Group](#)