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Optimizing your Growth Machine:

Marketing <> Business Development <> Sales

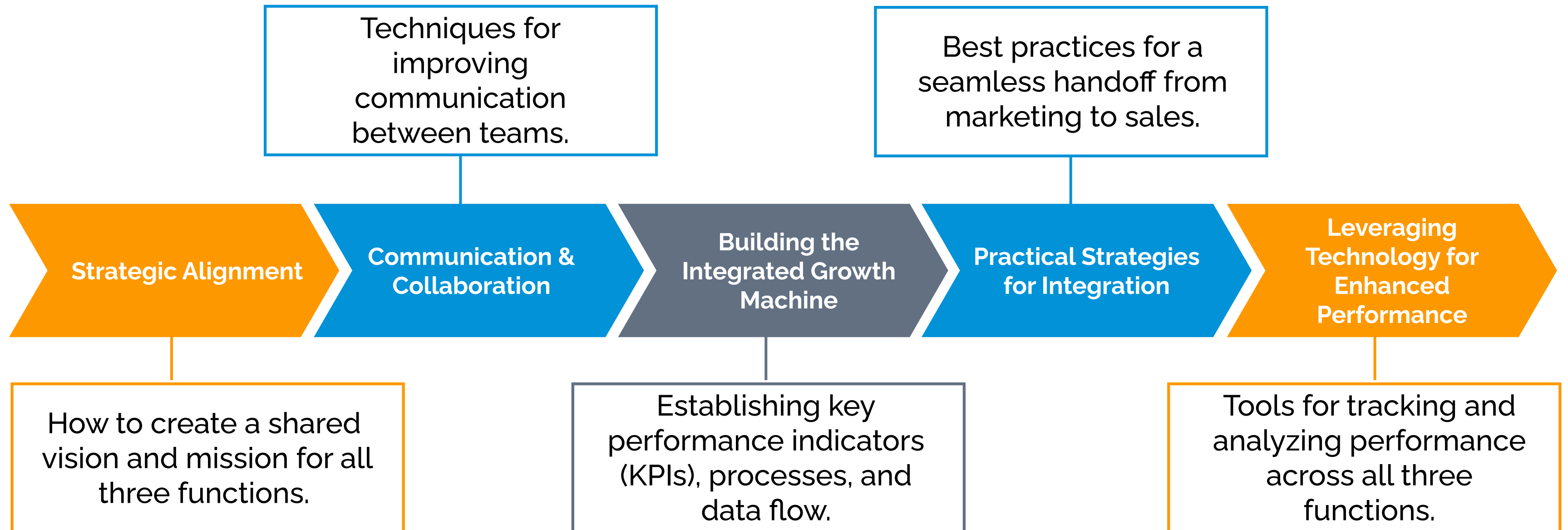
Jeff Marchesiani, CEO, TruNorth Advisors



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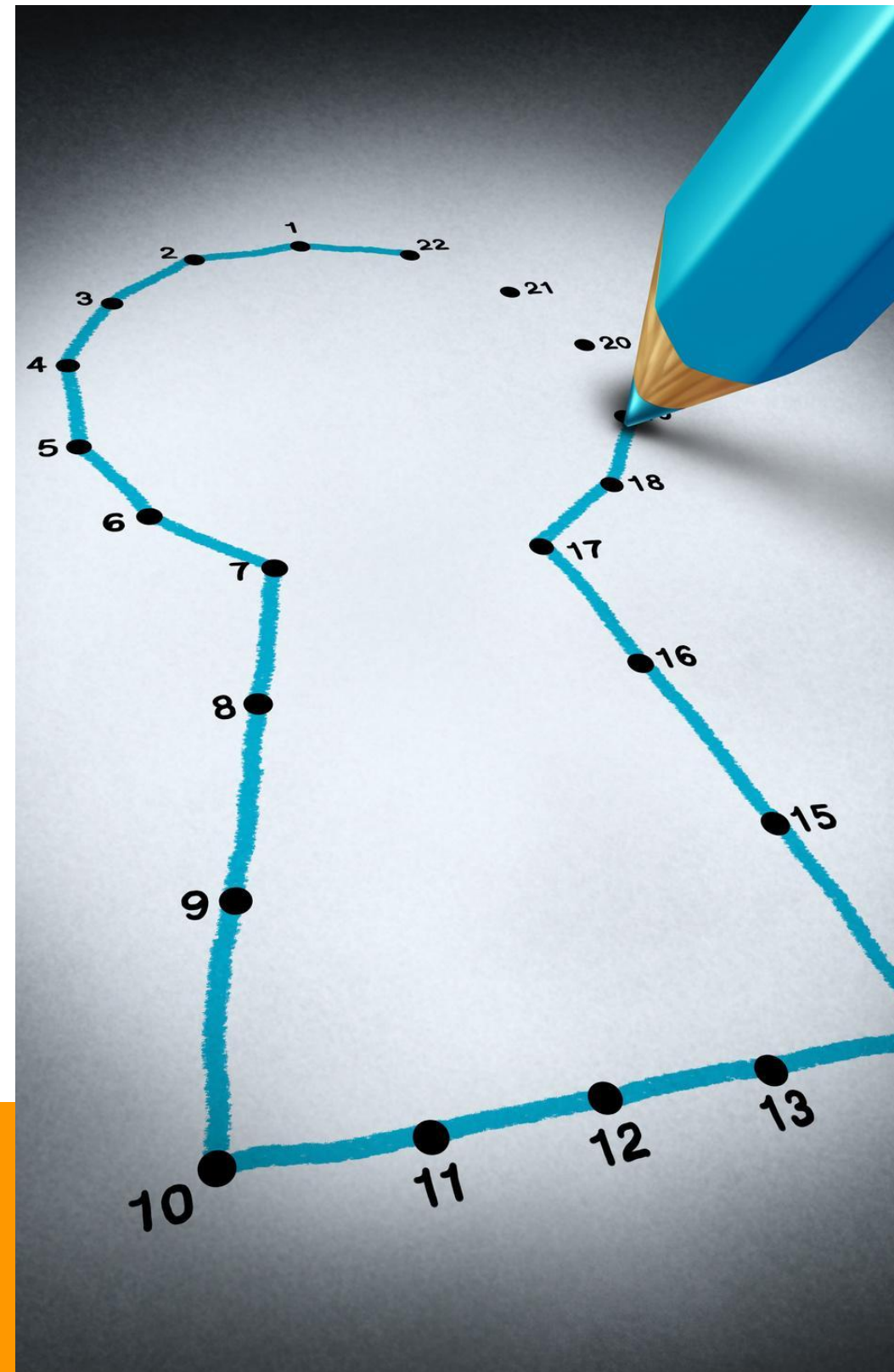
Key Principles of Integration

Strategic and operational topics to align resources across marketing, business development, and sales to create a shared vision and mission.



Skills Required

By ensuring that each team has individuals who possess these specialized skills, you can create a synergistic environment where marketing attracts leads, sales converts them, and business development drives growth and innovation.



Skills fly over

Marketing: Creativity, analytical thinking, and proficiency with digital tools are crucial for developing compelling campaigns and analyzing their effectiveness

Business Development: Strategic thinking, market research capabilities, and the skill to identify and capitalize on new business opportunities

Sales: Strong communication, negotiation skills, and the ability to build relationships and close deals

Marketing

- **Digital Marketing:** Proficiency in SEO, SEM, email marketing, and social media marketing.
- **Content Creation:** Ability to create engaging content, including blogs, videos, and infographics.
- **Analytics:** Skills in using tools like Google Analytics, HubSpot, or similar to track and analyze marketing performance.
- **Brand Management:** Understanding of brand positioning and messaging.
- **Marketing Automation:** Knowledge of tools like Marketo, HubSpot, or Pardot for automating marketing tasks.
- **Copywriting:** Strong writing skills for creating compelling copy across various channels.



Business Development

- **Strategic Planning:** Ability to develop and implement business development strategies.
- **Market Research:** Skills in identifying market trends, potential partnerships, and new business opportunities.
- **Networking:** Strong interpersonal skills to build and maintain relationships with potential partners and stakeholders.
- **Negotiation:** Ability to negotiate deals and agreements that benefit the company.
- **Financial Acumen:** Understanding of financial principles to assess the viability and profitability of new opportunities.
- **Project Management:** Skills in managing business development projects from conception to completion.



Sales



- **Sales Techniques:** Proficiency in various sales techniques and methodologies (e.g., SPIN, BANT, Challenger Sales).
- **CRM Management:** Knowledge of CRM tools like Salesforce, Hubspot, Zoho CRM, or Microsoft Dynamics for managing customer relationships and sales pipelines.
- **Customer Engagement:** Skills in building rapport and trust with potential customers.
- **Product Knowledge:** In-depth understanding of the company's products or services.
- **Closing Skills:** Ability to effectively close deals and achieve sales targets.
- **Communication:** Strong verbal and written communication skills to convey value propositions clearly.

Creating common purpose

01

Define a Unified Vision

Establish a clear and compelling vision that aligns with the overall business goals and resonates with all three teams. This vision should articulate the desired future state and the impact each team will have in achieving it.

03

Foster Open Communication

Implement regular communication channels, such as cross-functional meetings, shared platforms, and collaborative tools, to keep everyone informed and engaged. Encourage open dialogue and feedback to address any misalignments or challenges.

02

Set Shared Goals and Objectives

Develop specific, measurable goals that require collaboration between sales, marketing, and business development. Ensure these goals are communicated clearly and understood by all team members.

04

Align Incentives and Metrics

Create incentive structures and key performance indicators (KPIs) that reward collaborative efforts and reflect the contributions of all teams. This alignment ensures everyone is motivated to work towards the common purpose.

05

Promote a Collaborative Culture

Cultivate a culture of teamwork and mutual respect through team-building activities, joint training sessions, and recognition programs that celebrate joint successes and efforts.

07

Provide Leadership Support

Ensure leadership actively supports and reinforces the common purpose through consistent messaging, resource allocation, and by acting as role models for cross-functional collaboration.

Creating common purpose

06

Leverage Integrated Tools

Utilize integrated tools like Customer Relationship Management (CRM) systems and project management platforms to ensure seamless coordination and visibility across teams.

08

Continuous Improvement

Regularly review progress towards the common purpose, gather feedback, and make necessary adjustments to strategies and processes to keep teams aligned and focused.

Case Studies

- Cisco
- Marketo
- LinkedIn



Case Study



Cisco integrated its sales and marketing teams to address customer needs better and drive demand for their products.

Implementation

- **Customer Journey Mapping:** Both teams collaborated to create detailed customer journey maps to understand and anticipate customer needs.
- **Integrated Campaigns:** Marketing campaigns were designed with direct input from the sales team, ensuring alignment on messaging and target audiences.
- **Sales Enablement:** The marketing team provided the sales team with high-quality content and tools, such as case studies, whitepapers, and personalized email templates.

Results

- Increased efficiency in lead generation and conversion.
- Higher customer satisfaction and retention rates.
- Boosted sales performance.

Case Study



Marketo focused on aligning sales and marketing through a unified strategy and shared technology.

Implementation

- **Account-Based Marketing (ABM):** Both teams collaborated on ABM strategies, targeting high-value accounts with personalized marketing and sales efforts.
- **Sales and Marketing Alignment (SMA) Workshops:** Regular workshops were held to align both teams on goals, strategies, and tactics.
- **Lead Scoring:** A collaborative lead scoring system was implemented to prioritize leads based on their likelihood to convert, ensuring that sales efforts were focused on the most promising prospects.

Results

- Improved lead quality and sales efficiency.
- Enhanced collaboration and communication between teams.
- Significant revenue growth from targeted accounts.

Case Study

LinkedIn aligned its sales and marketing teams to better serve their enterprise customers and drive platform growth.

Implementation

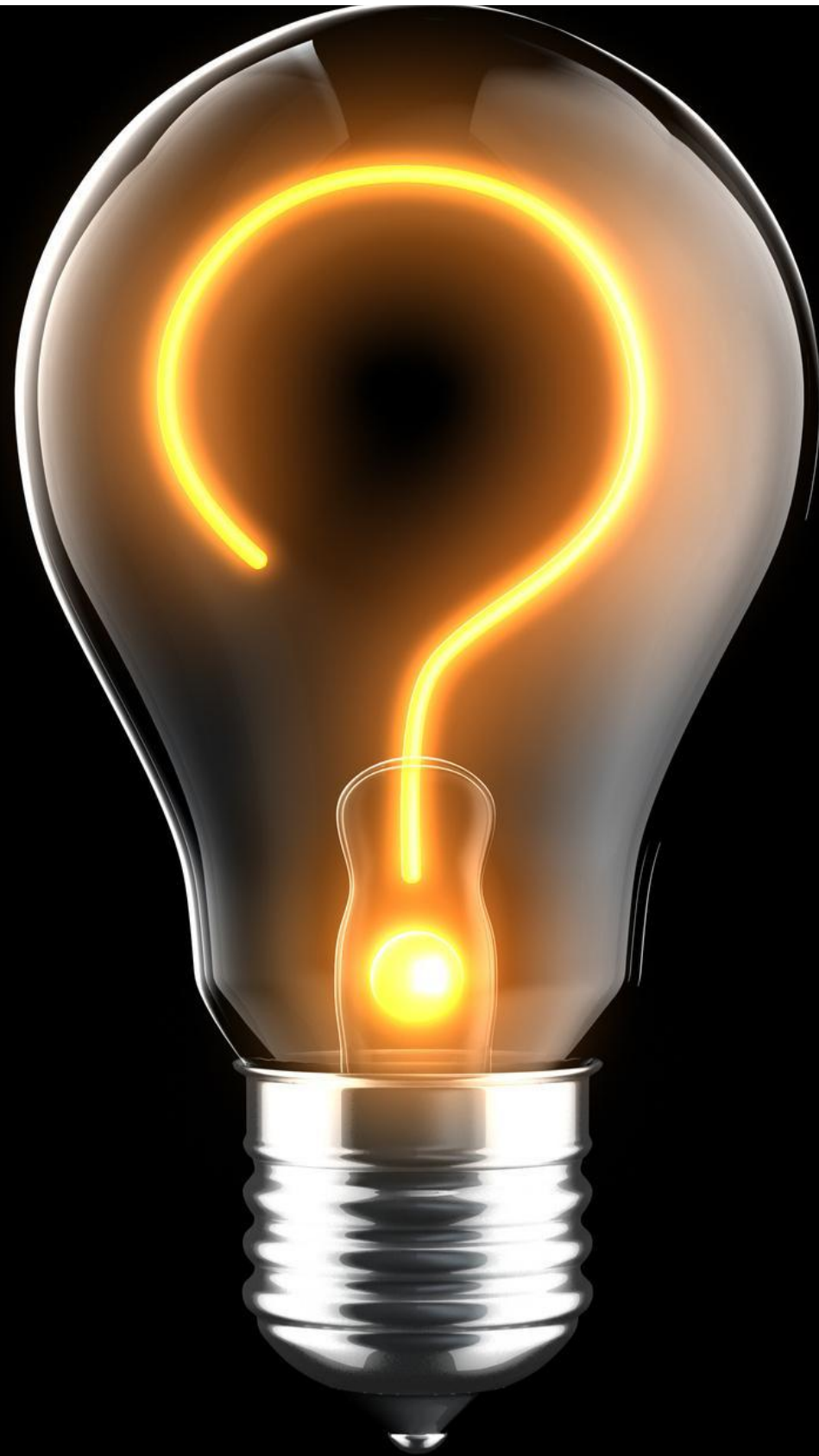
- **Shared Customer Insights:** Both teams had access to a unified database of customer insights, enabling more personalized and effective outreach.
- **Joint Planning Sessions:** Regular planning sessions were held to ensure that marketing campaigns and sales strategies were aligned.
- **Customer-Centric Approach:** The teams collaborated on creating customer-centric campaigns that addressed the specific needs and pain points of their target audience.

Results

- Increased lead generation and conversion rates.
- Enhanced customer satisfaction and loyalty.
- Significant growth in enterprise customer acquisition.

How to Get Started

1. **Unified Mission, Goals and Metrics:** Establish common goals and metrics to measure the success of both teams.
2. **Regular Communication:** Hold regular meetings and joint planning sessions to ensure alignment and collaboration.
3. **Shared Technology:** Use integrated platforms and tools to facilitate seamless data sharing and communication.
4. **Collaborative Content Creation:** Involve both teams in the creation of marketing and sales materials to ensure relevance and effectiveness.
5. **Lead Scoring and Nurturing:** Implement a joint lead scoring system and nurturing process to prioritize and convert leads more efficiently.
6. **Cross-Functional Training:** Provide training that helps both teams understand each other's roles and challenges, fostering better collaboration.



Ask Me Anything

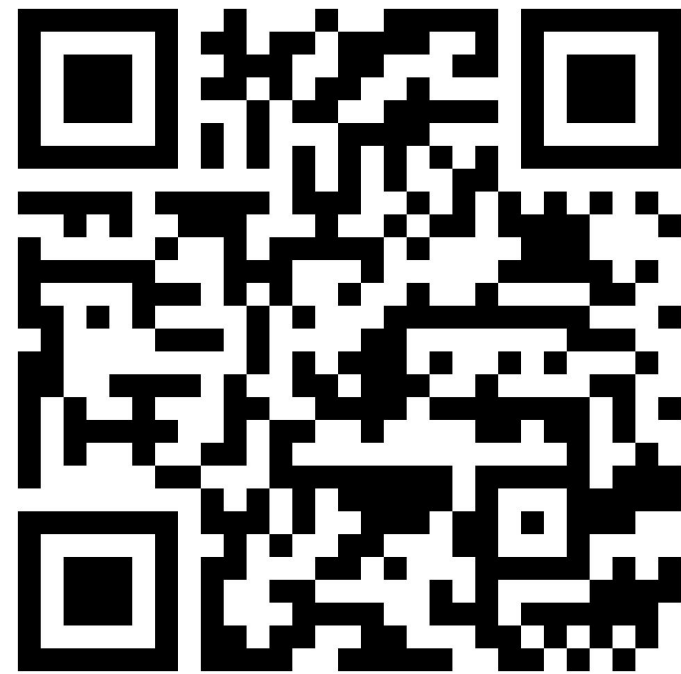
“We can’t solve problems by using the same kind of thinking we used when we created them.”

– Albert Einstein



Contact

Schedule a discovery meeting:



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