



# Uniting Your Sales And Marketing Teams

*How to Prevent Expensive Conflict and Drive Growth*

## Why Sync Sales And Marketing?

Sales and marketing drive your business, but only [8% of companies](#) report strong alignment between their sales and marketing teams. This disconnect is so widespread that the tendency for marketing and sales efforts to become siloed is common knowledge across industries. But what makes this problem so prevalent? The causes tend to boil down to a few general categories:

**Positioning**

**Communication**

**Accessibility**

At best, marketing and sales teams are isolated from one another and operate in separate vacuums. At worst, the wrong performance goals pit departments against one another. Marketing and sales teams that are not clearly positioned within a larger goal framework have a tendency to drift apart or come into conflict. When that happens, communication breaks down and marketing ideas and sales insights become virtually inaccessible to the other team.

The outcomes of a poorly aligned marketing to sales funnel are clear. Misalignment costs companies about [10% of their revenue](#), or [one trillion dollars](#), every year. Unsurprisingly, those companies are [twice as likely](#) as others to make budget cuts to their sales and marketing departments.



On the flip side, companies with strong alignment report a bevy of positive outcomes:

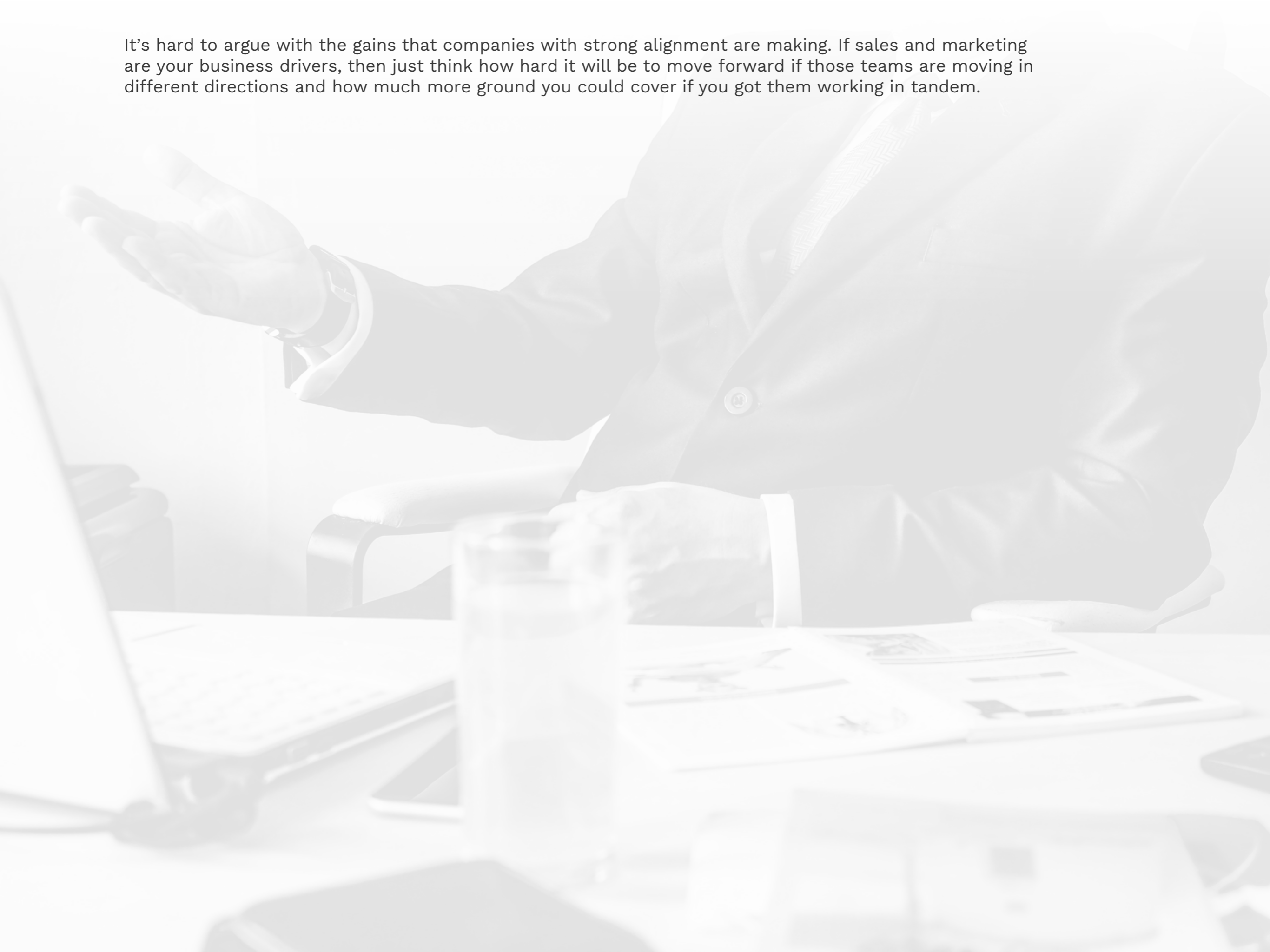
**Higher customer retention**

**More sales wins**

**Increased revenue**

**Faster growth**

It's hard to argue with the gains that companies with strong alignment are making. If sales and marketing are your business drivers, then just think how hard it will be to move forward if those teams are moving in different directions and how much more ground you could cover if you got them working in tandem.



## How To Align Your Teams

### 1. Differentiate Your Teams

While it may sound counterproductive to alignment efforts, don't overlook the importance of maintaining separate identities for your sales and marketing teams. Merging them together isn't the answer. In fact, your sales and marketing teams need to remain distinct in order to drive the best business outcomes.

Your marketing team starts at the top of the funnel, creating the content that pulls leads into your orbit, builds their trust in your brand, and helps them understand what kind of solution they're looking for. Sales then tags in and starts the work of converting leads into customers with one-on-one, personalized conversations.

Both parts of this process are essential. So, rather than push sales and marketing together, reinforce their differences. Position your teams as serving distinct roles in a single process. This makes it easier to spot the pain points in the handoff between marketing and sales, and it will help each team understand how they can streamline processes on their side to contribute to a smoother workflow overall.

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### 2. Establish A Common Goal

One of the first steps on your list needs to be rallying your marketing and sales teams around a common goal. Luckily, the biggest part of this is accomplished by your company mission. Your teams know what the end goal is, and ultimately, that's what everyone is striving toward.

With that said, it's easy to lose sight of the bigger picture when daily tasks and initiatives start piling up. Add to that the complexities of cross-team communication and it's not hard to see how the disconnect between objectives starts to form.

That's why your solution needs to be clear, consistent, and workable. One of the biggest culprits of marketing-sales disconnect is KPIs. When you set your goals, make sure that you aren't unintentionally making marketing and sales work against each other.

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Let's say your marketing team has KPIs related to site traffic and your sales team has KPIs related to revenue. Isolating goals like this can easily silo your marketing and sales efforts. In this case, marketing may increase traffic overall but not qualified traffic. In turn, this leaves your salespeople with a flood of unqualified leads.

Instead, try creating KPIs that force cooperation between departments and encourage your sales and marketing teams to hold themselves accountable for combined success. Some companies accomplish this by pitching KPIs as ratios, such as a target portion of site traffic that results in qualified leads.

### 3. Share Data And Technology

Now that you've set KPIs that involve both marketing and sales, make sure both departments have access to the incoming data. If you keep all your sales tools integrated, both teams can track performance and pivot as needed to stay on course. Automating your data sharing process ensures everyone has what they need to meet goals without spending time and effort painstakingly pooling information.

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### 4. Meet Regularly And Learn Each Other's Languages

Your sales and marketing teams know that communication is key, but make sure you bring that value into your internal relationships as well as your interactions with potential clients. Just reminding your teams of each other can be a big step in the right direction. According to HubSpot, 76% of marketers don't regularly think about sales enablement.

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Host regular meetings to make sure your teams are aligned on priorities and up-to-date on the latest developments. It's often a good idea to set up a group chat to bring everyone together outside of meetings, too, and having a channel for more casual conversation is a great way to foster a cooperative rather than competitive relationship between teams.

Once you've established regular communication, keep an eye out for conflicting messages. It's not unusual for jargon to develop within specialities, but even some common words mean different things to marketers and salespeople. Ensure nothing is getting lost in translation to make the most of your interdepartmental conversations.





## 5. Sync Your Stories

The handoff from marketing to sales should be as smooth as possible to create the best customer experience, and yet this is often the area where the most disconnect exists. After aligning your major goals and establishing strong communication, your last and most important step is to sync your marketing and sales messaging.

Customers will interact with marketing content first, and you know your team has put the work in to ensure your story is targeted and consistent across their materials. Once customers make their way down the funnel to sales, however, that messaging often falls apart.

Each sales rep will bring their own personality to the pitch, and different leads will demand different approaches. The power of your sales team is in their ability to adapt to customer priorities. However, changing your messaging on the fly may not be the best way to win customer trust. You'll need to bring your sales and marketing teams together to make the experience seamless.

### Here's how:

1. Make sure your sales reps are familiar and comfortable with the messaging that marketing creates.
2. Encourage sales reps to keep your brand and its story consistent once they begin interacting with leads.
3. Empower your sales reps to adjust as needed once the conversation has been framed by a consistent story.
4. Have your sales and marketing teams collaborate and brainstorm ways to keep branding consistent when a sales rep needs to take their pitch in a new direction.

## 6. Make Accessibility A Priority

Above all, make sure marketing messaging and content is accessible to sales reps. Using an integrated CMS to share messaging is just as important as using automated data sharing. Why? Because [65% of sales reps](#) report that they can't find the right content when they need it.

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When sales reps have easy access to all of marketing's materials, you get maximum transparency and make messaging alignment a cooperative effort. Marketing's content is much more likely to be used consistently throughout the customer journey when sales reps have easy access to it and don't have to hunt for materials they feel disconnected from.

## Advice for Marketing



### POSITION

**Come up with strong differentiators.**

Create strong positioning that makes the brand's unique selling proposition and expertise not just accessible, but second nature for your sales team.



### CENTRALIZE

**House everything in one organized location.**

Put all your content in a CMS that makes it easy for sales reps to find what they need in just a few clicks. If it's easy to find, you'll get fewer requests to dig for files or create content that already exists.



### TRACK

**Capture what's happening during calls.**

Make sure you're tracking what sales is sharing during the pitch as well as what they're using in followup emails. That way you know what reps are actually using and what's not getting any traction.



### EXPAND

**Fill in the gaps with valuable content.**

Pay attention to the times that sales reps go rogue. It may mean that there's a piece of valuable content that's missing from your library.



### LISTEN

**Lean on the sales team's expertise.**

Your sales team has insider knowledge and experience with the customers you're trying to find. Listen to their expertise and use it to connect to the right people. Use sales as an engine to find areas of opportunity rather than rehashing oversaturated trends.

## Advice for Sales



### SHARE

**Give marketing your insights.**

Your interactions with target customers are valuable and you should always be sharing your feedback to help make marketing content stronger and more relevant.



### DEFINE

**Take the initiative on defining leads.**

You work with customers on a regular basis, so you know your target personas better than anyone. Work with marketing to ensure everyone is on board and knows exactly what makes a lead qualified.



### MEMORIZE

**Make marketing messaging your business.**

As a sales rep, you're responsible for selling that messaging as much as the product, so make sure you know what your customers expect by studying the content they've explored on their way to you.



## About StorySlab

Equip your sales reps to engage prospects and close more business—from anywhere. StorySlab prepares reps for dynamic sales conversations with access to all content in one place, across devices, on or offline. The easy-to-use interface empowers reps to move seamlessly from one product to the next during a conversation, then share content and track engagement to close bigger business, faster.

To learn more, visit [www.storyslab.com](http://www.storyslab.com)  
To keep up with StorySlab, [follow us on LinkedIn](#).

## Sync Sales and Marketing with StorySlab

See how easy it is for your sales team to find your content in StorySlab with a [personalized demo](#).

