



*Marketing & Sales:*

*Teaming up for success*

# Does Marketing Work With Sales?

- Aberdeen Group Study: Only 44% cooperate
- CMO Council Study: 66% could improve

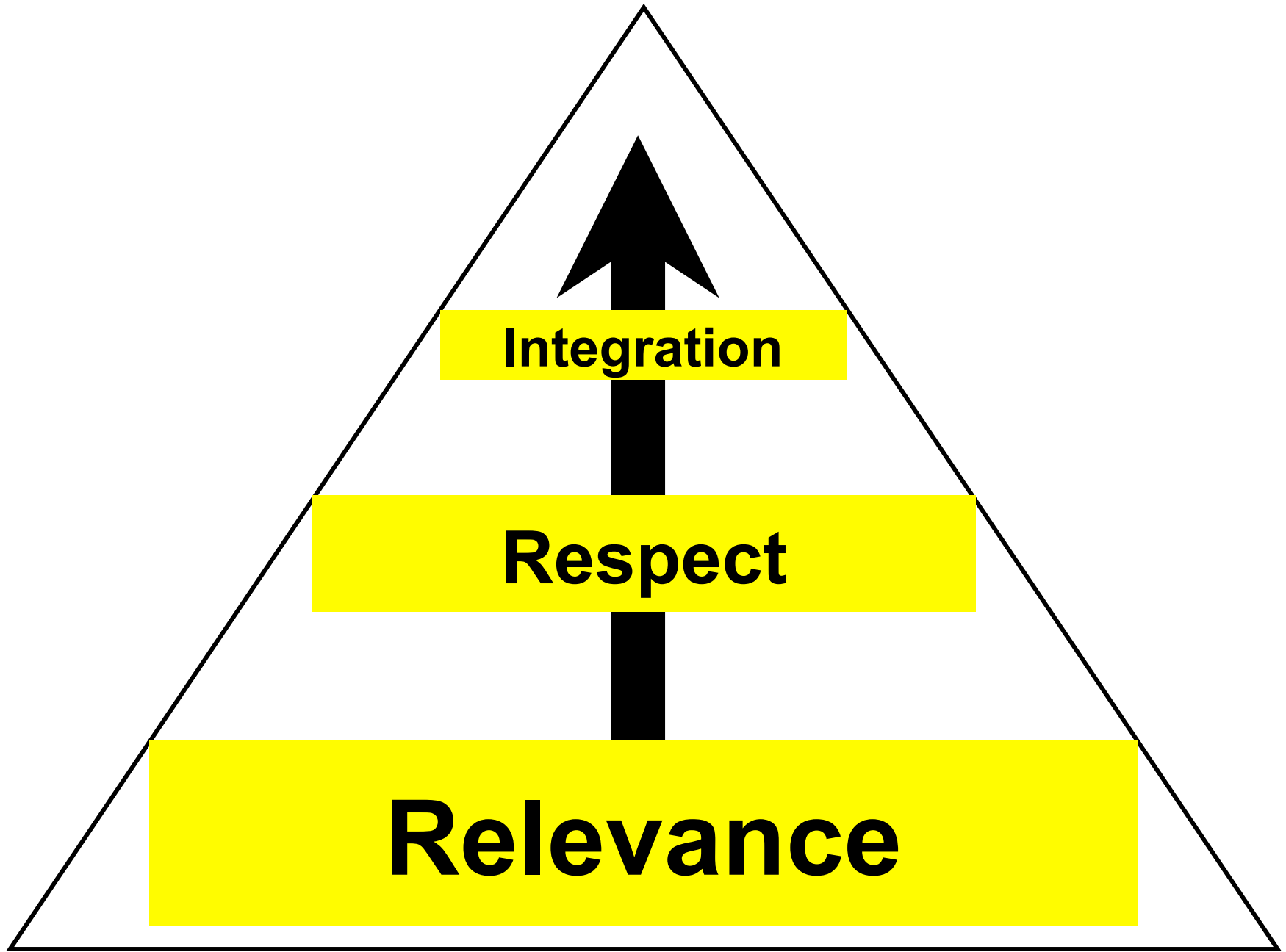
## WHY?

- Not Aligned – By structure, comp or leaders
- Different Value Propositions: Aspirin vs Vitamins
- Emotions – Sales impatient, Marketing resents
- Background – Creative VS Action-oriented, University VS School of Hard Knocks

# Business Advantages:

When Marketing & Sales Work Together

- Increased Marketing Effectiveness
- Increased Sales
- Increased Customer Satisfaction
- Decreased Sales People Turnover
- Increased retail distribution/  
promotions



# Recommendations:

- Communications Excellence
- Finding Common Ground
- Integration
- Lead Qualification

# Listening Tips For Marketing:

- Listen more than you speak
- Ask strategic questions
- Never say, “I knew that already!”
- Don’t dismiss local examples

# Communications Excellence:

- Email Etiquette
- Powerful Listening
- Empathy

[timsanders.com/7faces](https://timsanders.com/7faces)

[www.paulekman.com](https://www.paulekman.com)



Feelings are facts

## Recommendations:

- Active Listening
- ***Finding Common Ground***
- Integration
- Lead Qualification

# Finding Common Ground:

- Let's get the competition!
- Making A Difference
- Voice Of The Customer
- Develop sincere interest in each other

## The 5 X 5 Exercise with Tim Sanders

### MY STASH OF HOBBIES AND PASSIONS:

1.

2.

3.

4.

5.

### MY FREQUENT WORK CONTACTS:

1.

2.

3.

4.

5.

## Recommendations:

- Active Listening
- Finding Common Ground
- ***Integration***
- Lead Qualification

# Integration:

- Mutual Customer Calls
- Structure and Reporting
- Compensation and Reward
- One database for both groups
- Frequent team meetings



## Recommendations:

- Active Listening
- Finding Common Ground
- Integration
- ***Lead Qualification***





*Marketing & Sales:*

*Teaming up for success*