



INDUSTRIAL SALES AND MARKETING ALIGNMENT GUIDE

Industrial companies need the sales and marketing handshake to succeed.



STARTING YOUR INDUSTRIAL SALES AND MARKETING JOURNEY

In this guide, we'll help you lay the foundation for getting sales and marketing to play nice in your organisation.

We aim to examine the following key areas:

- **The causes of misalignment between Sales and Marketing**
- **Possible improvements for getting the Sales and Marketing handshake to stick**
- **The key benefits of close alignment**
- **Strong alignment contributes to the bottom line**
- **Tracking Your Sales and Marketing Metrics**

THE CAUSES OF MISALIGNMENT BETWEEN SALES AND MARKETING

There are several common causes of misalignment between sales and marketing in any industrial company. Typical examples include:

- **Company culture** - misalignment in business systems, processes and activities are often affected by company culture. This can be the case when leadership is siloed. As is common, when no other expectation is presented, each department in an organisation operates in the way that achieves the most beneficial results within that department.
- **Disconnection between the two teams** - historically the synergistic opportunities and benefits of marketing and sales collaboration were not recognised or valued. Therefore, these teams have been, and continue to be in some cases, physically and functionally isolated within businesses. This approach can cause redundancies in lead generation efforts, and even worse, oversights in development and execution of lead generation and sales process activities.
- **Lack of understanding about purpose** - often, marketing managers, and therefore their teams, lack understanding of sales objectives and communication approaches with prospects. The same goes for sales managers and their teams not grasping marketing's role. In successful industrial companies, marketing and sales teams realise that collaboration in all sales cycle activities contributes to strategic direction. Across both departments, and for the company. Salespeople need marketing to generate quality leads. But they must help by inputting critical data and information for marketing to use in analytics.
- **Different approaches** - modern marketing leaders succeed with agility and continuous adaptation of marketing processes to leverage technology and marketing trends. Industrial sales teams may not always operate with this focus on speed. This point is especially true if you have a well-established group of sales reps who hold to historical ways of doing the work rather than identifying ways to take advantage of new technology, trends, and methods.
- **Independent reporting expectations** - one of the primary causes of misalignment is when leadership teams expect marketing and sales teams to report independently. Industrial companies that succeed in reaching sales and marketing alignment look at the performance of both departments as a whole.
- **The blame game** - when you have sales and marketing misalignment, you open the door for each department to blame the other when lead generation and sales activities fail. The sales force often complains that marketing is not doing enough to attract the right types of leads that enable high-revenue conversions and long-term opportunities. And the marketing team blames the sales force for limited communication and support when running a campaign.
- **Lack of leadership on collaboration** - a culture that promotes alignment starts at the top, it must permeate the leadership ranks closer to the action.

POSSIBLE IMPROVEMENTS FOR GETTING THE SALES AND MARKETING HANDSHAKE TO STICK

Identifying factors that cause misalignment is just the first step toward overcoming them. Next, leadership need to discuss strategies to change the culture, systems and processes that get in the way so that alignment can develop. The following is a look at some of the most practical actions to build or improve marketing and sales alignment:

- **Identify opportunities for the two teams to collaborate** - creating a culture and spirit of collaboration between marketing and sales is the most important first step to achieving alignment.
- **Model an open and communicative culture and encourage employees to do the same** - sales and marketing alignment only works if the leaders in each department communicate openly. Their teams will then follow. Eliminate the blame game and independent reporting to foster mutual respect for each function's role and activities.
- **Openly discuss purpose and direction** - each team needs to understand each other's purpose. Secrets, politics and closed doors do little to help your cause in creating alignment. The more visible the strategic direction, the more people will take ownership for collective successes and failures.

THE KEY BENEFITS OF CLOSE ALIGNMENT

A seamless and optimised marketing and sales funnel only takes place with a collaborative effort. With alignment, sales can support your lead generation efforts by updating prospect and customer records so that ample data is available for analytics activities.

In the same way, marketing works with sales to leverage data and information for insights on the best lead generation activities to drive high-quality leads. Aligned marketing and sales teams can more quickly adapt together to the changing technologies and behaviours of the marketplace.

Agility is critical in these areas in the current business climate, as the race to meet the ever-changing needs of customers is extremely competitive. Your chances of winning are greater with marketing-sales synergy.



STRONG ALIGNMENT CONTRIBUTES TO THE BOTTOM LINE

LinkedIn Research revealed that sales and marketing alignment pays off:

- **70 percent of sales professionals and marketers say alignment delivers a better customer buying experience.**
- **58 percent say collaboration delivers improved customer retention.**
- **54 percent say it boosts financial performance.**

At the same time, the research revealed that a lack of alignment between sales and marketing had a direct negative impact on customers and business:

- **Weaker financial performance (60 percent)**
- **Poorer customer experience (59 percent)**
- **Reduced customer retention (58 percent)**

SOURCE: [LINKEDIN RESEARCH](#)

TRACKING YOUR SALES AND MARKETING METRICS

The single most important metric of sales and marketing alignment is **revenue growth**. This is reliant on both teams working with each other and feeding of key opportunities. Some metrics to track comprise:

- **Sales Qualified Leads** - if it's not a sales-ready lead, it needs to go back into the marketing nurturing process. You will need to define what constitutes a sales qualified lead: potential volume or sales, core fit, product / service requirement, etc.
- **Sales Qualified Lead to Revenue Ratio** - this is the metric your CEO will be most interested in. Is marketing and sales contributing to the company's bottom line? Clicks, views, subscriptions are of no use unless they are driving profitable sales for the company.
- **Content Marketing** - it's hugely valuable for marketing to know what type of content works best with leads as they progress through the funnel. Is it case studies, blog posts, eBooks, guides, videos, webinars, or infographics? Also, you should understand which pieces of content resonate most with different target markets and buyer personas.
- **Campaign Performance** - there's no point in running marketing campaigns just for the fun of it; the end goal is revenue generation. Track which campaigns are delivering the best ROI for you and spend more of your budget on the successful ones.

Sales and marketing alignment is critical to identify and then execute the best long-term vision for your industrial company. If your organisation lacks alignment between sales and marketing, the first step is to figure out which factors contribute to the problem.

After you identify the key causes, develop a plan to reorganise in a way that promotes, supports, and rewards a more collaborative approach. Track and measure your results and continue to evaluate your alignment success.

SPECIALIST MARKETING FOR INDUSTRIALS

Industrial Ideas is a B2B marketing consulting agency. We exist to help industrial companies plan, design, execute, and measure marketing programs that produce real, bottom-line results. Our team works hard to become an extension of your business, to help you get the most out of your marketing efforts.

OUR CLIENTS INCLUDE

BLUESCOPE

TOYOTA TSUSHO

TOLL GROUP

CMP

A&L WINDOWS

PREMIER CRANES

SCHÜTZ AUSTRALIA

DRASOL

ENIRGI

GENIS STEEL

ADVANCED FUEL TANKS

CLUTCH

MITSUI

WHAT WE DO

Industrial Ideas offers a range of marketing services to assist our clients to:

- **innovate and achieve business transformation**
- **activate and build brands**
- **increase sales force capability and effectiveness**
- **generate sales leads and acquire new customers**
- **increase share of wallet from existing customers**
- **improve customer experience and build on customer loyalty**

Our solutions range from ongoing marketing retainer support to tailored lead generation programs, industrial research studies, brand development campaigns and hard-hitting marketing communications.



OUR CORE MARKETING SERVICES

Market, Competitor and Customer Research

Quantitative and Qualitative Research Studies

Survey Design and Methodology

Focus Group Facilitation

One on One Interviews

Competitor / Industry Reviews

Market Share Analysis

State of Market Reports

Marketing Strategy and Planning

Go-To-Market Strategies and Marketing Plans

Strategic Support and Sales Development Coaching

Tailored Marketing Content Plans

Value Proposition Work Development and Delivery System Work

Customer Experience Execution Strategies

Sales Enablement

Brand and Campaign Development

Brand Development, Identity and Style Guides

Lead Generation Campaigns and EDM Communications

Telemarketing, Graphic Design, Photography, Video Production, Copywriting and Content work

Industrial Case Studies, Brochures, Data Sheets, Product Catalogues, Web Development, Trade Shows Industry Events, Print Advertising, Advertorial Support

“ the cost of being wrong is less than the cost of doing nothing ”

- Seth Godin

MARKETING SOLUTIONS FOR EVERY INDUSTRIAL SECTOR

MANUFACTURING AND TRANSPORT

Quality products and services got you this far, but now your clients demand more. They're online information gathering and researching for substitute offerings and alternate solutions. They're using social media channels such as LinkedIn to connect with different industry buyers, suppliers, leaders and influencers. They're looking online for marketing content that can help solve their key challenges. The rules have changed but the industrial marketing game remains the same – increase share of wallet by proving you're the market leader and reputable source.

CONSTRUCTION AND FABRICATION

You need to provide your clients with the technical information they need, when they need it, and where they go to look for it: search engines, industrial directories, social media, and email. That means improving your web presence, social game and creating content that demonstrates your capability. Industrial Ideas will help you transform from a commodity player to a customer driven brand. This will re-position your company to increase profitable market share.

MINING AND ENERGY

Certification and Reputation are the tickets to the game. Building customer trust is the key to success in the Mining and Energy industries. That means improving your communications, such as your capability statements, quality assurance documentation, project case studies, technical product library, to deliver content that demonstrates your value proposition built on assurance and credibility. Industrial Ideas will help you increase awareness to engage with your key clients and prospects serving the Mining and Energy industries in Australia.

OUR CORE CAPABILITIES

INDUSTRY EXPERIENCE

Led by Peter Zafiris, with over 20 years experience in industrial sales and marketing. Peter personally manages all client projects to develop winning marketing solutions to deliver the desired results.

MARKETING SUPPORT TEAM

Surrounded by a talented team of researchers, graphic designers, photographers, videographers, telemarketers and copywriters – Industrial Ideas can help you improve your bottom line with our distinct approach to marketing.

TAILORED APPROACH

We listen to understand... And then we do things differently to get our clients the return on investment they deserve.

OUR CORE VALUES

Our marketing services are guided by a simple set of behaviours: transparency, agility and accountability, along with a solutions-driven approach to all the work we undertake.

INNOVATIVE SOLUTIONS

We aim to deliver solutions that create change, provide profitable growth and attract new business to the most powerful of industrial brands. That's what we stand for as a marketing consulting agency dedicated to industrials.



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