

**10 Questions**

**to Ask an Outsourced**

**Sales & Marketing**

**Alignment Firm**





# How Well Do Sales and Marketing Work Together?

## Questions to Ask Potential Smarketing (Sales + Marketing) Partners

You know your marketing and sales teams are **NOT** aligned. Everyone knows it, but you have no idea where to begin. You can start by reviewing our Sales & Marketing Alignment Guide that has 20 questions to ask to see where your teams are aligned and help you identify the gaps. Also in that guide is a check-list to help you close those gaps.

But we also know sometimes you just need outside help to either get on the right path or to help fill those gaps in your smarketing (sales + marketing) processes. Finding the right agency to come alongside your marketing and sales teams will be critical.

# Here are 10 questions to ask potential agencies as you begin your search:

## 1. What experience do you have with marketing teams? With sales teams?

Most of the companies/agencies out there today have experience with one or the other. So one of two things can happen:

- a. You hire two companies—one sales, one marketing—who focus only on their portion of the process, without intention to unify the two teams, potentially leading to a larger gap.
- b. You hire EITHER a sales company or a marketing company, leaving one of your internal teams feeling underrepresented, defensive, and unwilling to fully engage.

## 2. How do you work with your clients who have misaligned goals or processes and challenges getting along?

Stepping into a misaligned marketing and sales team is anything but easy. It can be tense and there can be landmines around every corner. You will want a firm that knows the value and importance of each team's role and can help each team feel seen, heard and valued. The company you hire should understand their first job is to build trust between the two departments or all other efforts will fail.

## 3. What is your process for developing content and collateral?

A huge % of marketing materials developed are NEVER used by sales. Why? Because sales was never consulted on what they need, what the market is saying and what their client challenges are. Many sales people struggle with truly telling the value of their offering—they've never asked for help and marketing is in their own silo not thinking about their offerings and their target audiences' pain points. Helping marketing to see their role is where sales will start to not only use the materials that marketing creates but be grateful for the help and support in producing them.

## 4. What are the fundamental elements that you feel are crucial to sales and marketing success?

This is the foundation to whether or not they will be successful. You want to be sure they are focused on understanding and aligning the marketing and sales teams first and foremost. Also, that they understand your goals and confirm that they believe they are attainable. Getting everyone on the same page will allow your campaigns to be much smoother and dramatically more effective.

## 5. How do they start their engagements?

Great campaigns start with getting everyone—marketing, sales, and leadership, even content teams—aligned on the messaging around your company and your offerings/products—who your target audience is, what pain points they have and what is important to them. It is also a great time to do an audit and understand what marketing and sales tactics have been successful in the past and what needs to be tweaked. You should be setting expectations for the engagement and building KPIs to help ensure you are moving towards success, as well as ensuring marketing and sales are on the same page when it comes to how you are defining a marketing qualified lead [MQL], sales accepted lead [SAL] and a sales qualified lead [SQL]. Finally, there should be a tech stack audit to ensure the technology is in place to meet your goals.

**6. Do they have (in house) a content team? A marketing team versed in inbound and outbound tactics? A BDR/prospecting team?**

The integration between content, marketing tactics and a team who reaches out in real-time with engagers is key. These three teams need to be intertwined, learning from each other, collaborating and driving results based on what they see in the market.

**7. What marketing tactics do they use?**

This seems simple but shouldn't be overlooked. The answer should include ALL they could do but also an understanding that no two clients are exactly the same. That based on your product/service, target market, and budget they should be putting the right marketing mix together for you.

**8. What do they do with leads that their campaigns generate?**

There are two red flag answers to this question. The first, is nothing. They wait until the prospect reaches out. You want to be sure they have, as part of their process, a way to warm up those that have engaged. They could do this either with email, phone calls or social connections - but nothing is never the right answer.

The second is just as detrimental to the campaign's success. They hand the engagers directly over to your sales team. Many engagers are not even close to buying, they are only beginning to sense they have a problem, they are doing research. You want someone to reach out to them BUT you do not want to hand them over to sales as if they were a qualified lead. This is one of the fastest ways for sales to stop trusting marketing and to shut down as they spend time chasing leads who aren't even close to close.

**9. Can you share any case studies or proof that your system works?**

It's important to see what they have done for their clients and if this matches your expectations of what you would hope they would achieve for you and your teams.

**10. How do you define ROI?**

This is a great final question as you will want to be sure what they see as success is what you see as success. There are key metrics they and your team should be marching towards at various stages of the engagement. Understanding what those are and how long they expect it to take for true ROI are great things to discuss upfront.



## So now what?

As you begin the search to find a marketing and sales alignment company, it might be time to bring in a special teams coach that can help align your Sales and Marketing Teams and nurture your customers successfully from the top of the funnel all the way to a closed deal.

There are few companies that have the skillset and bandwidth to do every portion of what's necessary on the journey to Smarketing. That's why companies like us exist, and we'd welcome the opportunity to be considered. We help our clients identify the specific gaps between Sales and Marketing and create actionable plans to help businesses create more measurable ROI.

[\*\*Reach out to us to set a discovery appointment\*\*](#) and ask how to take advantage of our free AlignIn3 assessment and see why Sales and Marketing Alignment matters to your bottomline.