

**Sales & Marketing**

**Alignment**

**Checklist**





# How Well Do Sales and Marketing Work Together?

## Areas to Celebrate and Opportunities for Improvement

Every marketing and sales team we work with has gaps. What makes the teams we work with successful is they are willing to take an honest look at those gaps and put a plan together to address them. If you already know where your gaps are, then this checklist could be a huge help to closing those gaps. If you have no idea where your gaps are, take our [Marketing & Sales Grader](#) to determine where your team is aligned and where the gaps may be.

If you're seeing a lot of gaps in Culture, that's where you should start making a plan. Or maybe it's Systems and Processes, or Activities that have the biggest gaps—wherever your team's biggest gaps are is where you should begin to address them. This checklist has suggestions based on if your gaps stem from the team culture, your systems and processes, or the activities each team is performing.

# Sales and Marketing Alignment Checklist

Remember, statistics reveal how important it is for your marketing and sales to be aligned. Marketing and sales teams that are aligned (we call them “**Smarketing**” teams) close more deals, achieve revenue growth of at least 20%, and have faster 3-year growth and profit rates than those who are not aligned. **AND** for those teams that are not aligned, the statistics show that revenue can actually decline by 4% and it can cost a company 10% of revenue a year.

Use these checklists for each category to start figuring out your next steps. And remember the end goal: to develop a Rockstar Smarketing Team.

## Team Culture

- C-level execs must agree upon, and set the tone for the organization’s strategic course to Sales and Marketing integration.
- Emphasize shared responsibility for results between Sales and Marketing divisions.
- Emphasize metrics. Tie rewards to results.
- Enforce Sales and Marketing’s conformity to systems and processes.
- Move towards a workspace layout that promotes collaboration between Sales and Marketing teams.
- Heck, maybe even combine your sales and marketing departments into one and call it the Revenue Department.
- Hire a Chief Revenue Officer.

## Systems & Processes

- Implement systems to track and manage Sales and Marketing’s joint activities (ex. CRM, marketing automation).
- Utilize and regularly update shared databases.
- Establish common metrics for evaluating the overall success of Sales and Marketing efforts.
- Create a reward system based on similar revenue-driven KPIs between Sales and Marketing.
- Mandate that Sales and Marketing teams meet regularly to review and improve overall communication and team effectiveness.
- Require sales and marketing heads attend each other’s budget reviews.

## Activities

- Jointly involve Sales and Marketing in product planning and in setting sales targets.
- Jointly involve Sales and Marketing in generating the brand story.
- Jointly involve Sales and Marketing in developing market segments, prospect personas, and mapping content to the buyer journey.
- Jointly involve Sales and Marketing in assessing customer needs and pain points.
- Jointly involve Sales and Marketing in any sign off of advertising and promotional materials.
- Jointly involve Sales and Marketing in analyzing and optimizing the sales and marketing pipeline.



# So now what?

We have TWO options for you!

**1. Download our 10 Questions to Ask an Outsourced Sales and Marketing Alignment Firm**

You now know where there are gaps, you know in theory what needs to be done. But you know you need help to either get on the right path or to help fill those gaps in your smarketing processes. Finding the right agency to come alongside your marketing and sales teams will be critical. We have put together 10 questions to ask a potential Sales & Marketing Firm.

[Download Here](#)

**2. Sign Up for Our Free AlignIn3 Assessment**

At SalesAmp, our passion is aligning marketing and sales teams. So much so that we offer our AlignIn3 process for FREE, which allows us to identify where your marketing and sales teams are aligned and where they're not. Join us for a free 3-hour consultation where we'll help your teams assign ownership to specific tactics, agree on KPIs and communication tools, and spark dialogue around all things sales & marketing.

[Sign Up Here](#)