

**20 Questions**

**to Identify if Your**

**Sales & Marketing**

**Teams are Aligned**





# How Well Do Sales and Marketing Work Together?

## The Smarketing (Sales + Marketing) Grader and Scale

Ask your sales and marketing teams to take this quiz to evaluate each of the following statements on a scale of 1 to 5, where **1** is “**strongly disagree**” and **5** is “**strongly agree.**”

Tally the numbers, and use the scoring scale to help determine the kind of relationship your sales and marketing teams have today. The higher the score, the more integrated the relationship.

To get the clearest picture of your Sales and Marketing situation, we encourage you to have both leadership and staff take the quiz. You might be surprised to see how perceptions differ not only between teams but also between individual players.

## Team Culture

<b>1</b>	Our actual sales figures are usually close to the sales forecast.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>2</b>	If things go wrong, or results are disappointing, neither Sales or Marketing teams point fingers or blame the other.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>3</b>	Our Sales people believe the collateral supplied by Marketing is a valuable tool to help them get more sales.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>4</b>	The Sales team willingly cooperates in supplying feedback requested by Marketing.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>5</b>	When Sales and Marketing meet, they do not need to spend much time on dispute resolution and crisis management.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>6</b>	Sales and Marketing manage and execute their activities in parallel with a clearly defined company brand story, mission, vision, purpose, and value set.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>7</b>	Sales and Marketing report to a single C-level executive equivalent to Chief Revenue Officer or a Chief Customer Officer.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>8</b>	Sales and Marketing are both rewarded equally according to similar metrics or are both compensated based on revenue generation.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>9</b>	Sales and Marketing jointly develop and deploy training programs, events, and learning opportunities for their respective staff.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>10</b>	Marketing and Sales hold regular accountability meetings where they jointly review the sales and marketing pipeline and marketing campaign metrics together.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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## Systems & Processes

- |                                                                                                                                                                                                           |                      |                      |                      |                      |                      |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------|----------------------|----------------------|----------------------|----------------------|
| <p><b>11</b> There is a common language between Sales and Marketing, and all agree on the definitions of MQL, SQL, Opportunities, etc.</p>                                                                | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> |
| <p><b>12</b> Sales and Marketing are committed to the consistent use of a single CRM and marketing automation software.</p>                                                                               | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> |
| <p><b>13</b> Marketing makes a significant contribution to analyzing data from the sales funnel and communicates that data with Sales to effectively improve funnel predictability and sales outcome.</p> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> |
| <p><b>14</b> The Marketing to Sales handoff and Sales to Marketing handback points are clearly defined, monitored, and maintained.</p>                                                                    | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> |

## Activities

- |                                                                                                                                     |                      |                      |                      |                      |                      |
|-------------------------------------------------------------------------------------------------------------------------------------|----------------------|----------------------|----------------------|----------------------|----------------------|
| <p><b>15</b> Sales and Marketing regularly confer to discuss thought leadership topics, industry trends, and buyer pain points.</p> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> |
| <p><b>16</b> Sales and Marketing work closely together to define segment buying behavior.</p>                                       | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> |
| <p><b>17</b> Marketing people often meet with key customers during the sales process.</p>                                           | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> |
| <p><b>18</b> Marketing solicits participation from Sales in drafting marketing plans.</p>                                           | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> |
| <p><b>19</b> Marketing and Sales actively participate in defining and executing sales strategies.</p>                               | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> |
| <p><b>20</b> Sales and Marketing actively participate in the preparation and presentation of each other's plans to leadership.</p>  | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> |

## Tally up your answers:

+  +  +  +

**Smarketing score:**

# How Does Your Company Line Up?

Tally up your scores and use this grading tool to see where your company's Sales and Marketing teams fall on what we like to call the Smarketing Scale (Sales + Marketing, get it?). Depending on your score, you can identify whether your problems are stemming from culture, systems and processes, or activities.

100

## 100 Smarketing Achieved

You are Smarketing Rockstars! At your company, you can't distinguish between your sales and marketing teams. Everyone is on the same team, driving toward the same goal—increasing revenue—and you're continuously innovating, encouraging and motivating each other to become the best team you possibly can. Keep up the amazing work.

## 76-99 Aligned

You're killing it! The Alignment MVPs. You have closed the many gaps so many marketing and sales teams face today. But there is always room for improvement, after all your team didn't score themselves a 100! This is where the hardest work happens as it is the fine tweaking that you are working on now to take Your teams to the next level. Take some time to sit down with your team and celebrate all the things you are doing well. Then spend some time addressing what tweaks you could do to make you absolutely best in class when it comes to marketing and sales alignment.

## 51-75 Connected

Nice job! Very few teams are working with as few gaps as your sales and marketing teams. But there are still some gaps that you could tackle together. It's time to really get serious about joining forces and aligning. You could consider combining your sales and marketing check in meetings, and/or combining the sales and marketing budgets. Whatever it is, you're on your way, but don't stop now. Full alignment is where you will see the biggest impact.

50

## 26-50 Divided

Okay, so there are some good things happening here between your two teams, but most of the time, you're divided. Review the few wins that you've had as a collective team and come up with a plan to expand on those wins, so you can become a more aligned team.

0

## 1-25 World's Apart

It sounds like there might be more of a canyon (than a gap) between sales and marketing in your organization. It's time to get both of your teams aligned and figure out how to get them working together so your entire company wins. Sit down and review the questionnaire together so you're all on the same page of where the gaps are and how you can move forward.



# So now what?

We have TWO options for you!

**1. Download our Sales & Marketing Alignment Checklist**

Based on your Smarking Grader results, review the areas where you scored the lowest and go to those areas on our checklist to begin to get your marketing and sales team closer to a unified Smarketing Team.

[Download Here](#)

**2. 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](#)