

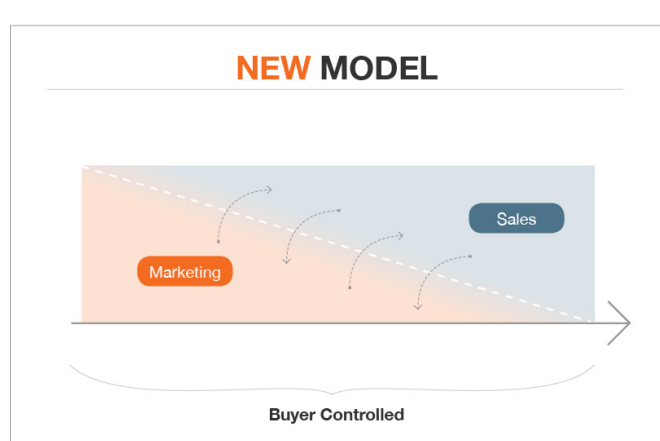
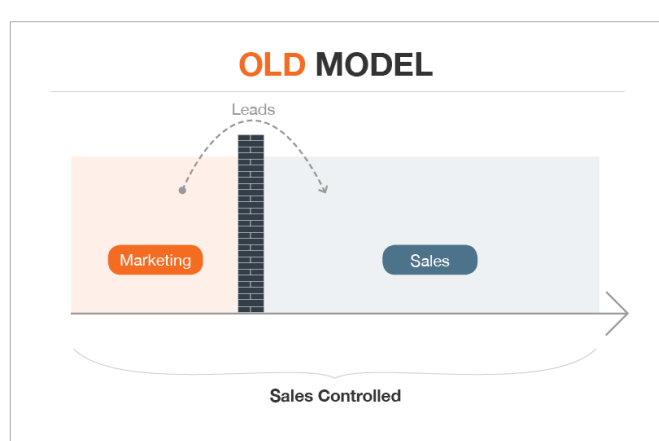
3 WAYS TO JUMPSTART YOUR MARKETING & SALES SLA

Why an SLA Matters

Misalignment Equals a Missed Opportunity

The largest opportunity to improve revenue generation today comes from marketing and sales alignment. With companies spending 30-40 percent of their revenue on their sales and marketing departments, so working in a coordinated and transparent manner is vital to driving efficiency and maximizing the return on revenue.

Yet the way marketing and sales worked together in the past doesn't fit today's modern buyer. The old method where marketing generated funnel activity and nurtured leads for sales before they turned them into qualified leads and created opportunities for them is no longer a viable way to operate.



It's a New World Folks

The shift in buyer behavior is huge and requires that everyone work together to meet revenue goals. According to Forrester, today's business buyer controls the buying process more than today's seller controls the selling process.



of B2B customers prefer to **research independently** online.



say they can now develop selection criteria or **finalize a vendor list**—based solely on digital content.



of buyers would **rather not communicate** with sales reps as their primary information source.



Only **26 percent** of respondents to the 2018 State of Inbound Marketing report that they are tightly aligned and are operating with an SLA.

3 Steps to Get You Started

Marketing and sales need to work together with the same revenue-generating goals in mind. And it starts with a Service Level Agreement (SLA). Think marriage with a signed license after the ceremony.

So, how do you get started?

Step 1

Speak the same language.

The language that the CEO utilizes when reporting to the board. The language of revenue. That translates into how big your pipeline is and how fast revenue will be delivered. Breaking down these communication barriers paves the way for both teams to work together as one.

Step 2

Agree upon and establish roles and processes.

Establish parameters for how to qualify leads. This means defining what is considered a good lead, when should they be handed from marketing to sales, how quickly sales should follow up with a lead, and when does a lead go back to marketing. Clearly defining and determining strategy together gets both teams engaged and working toward common goals. In this scenario, everyone contributes to revenue generation, and there is no (or less) finger-pointing.

Step 3

Set concrete goals and determine the metrics to measure.

This means having shared KPIs for revenue growth. Both sides need the same dashboards pulled from both the marketing automation and sales automation tools. Accountability is then evaluated with the purpose of highlighting success and accelerating learnings, so efficiency and return on investment are always improved upon.

"If you can't measure it, you can't manage it" - Peter Drucker

Start a Meeting Already

These three steps aren't all that are needed to align your sales and marketing teams but starting the conversation and establishing an SLA are just a meeting away. By implementing these three steps; common vocabulary, documented processes and concrete goals that you measure, you will have made an important start in aligning your organizations.

According to HubSpot State of Inbound 2018 Global Report, companies with formal SLAs are:



more likely to be hiring additional **salespeople** to meet demand



more likely to **have faith** in the effectiveness of their marketing strategy



more likely to see **higher ROI** from their marketing efforts



more likely to call out marketing as the top **generator of leads**



When marketing and sales teams unite around a single revenue cycle, they dramatically improve marketing ROI, sales productivity, and, most importantly, top-line growth.

To speak with a marketing specialist to learn more about how we can help drive marketing success in your organization, contact us today.

Let's Connect