

What do Sherlock Holmes + Dr. Watson, Spock + Captain Kirk, and Sales + Marketing have in common?

They're better together than apart.

A DYNAMIC DUO

Sales &

Marketing

Yes, we DID say "Sales & Marketing"—marketing makes sales stronger and vice-versa.

WHEN SALES AND MARKETING ARE IN SYNC:



Businesses are 67% better at closing deals¹



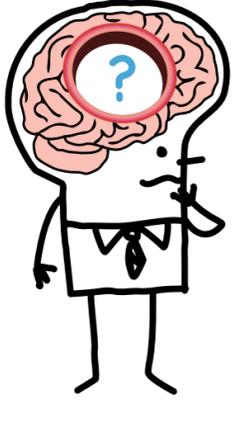
Revenue growth is up to 3x stronger²



Customer retention is 36% higher³

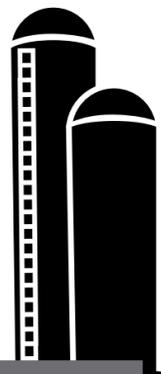


Businesses average 32% annual revenue growth while less aligned companies report an average 7% decline⁴



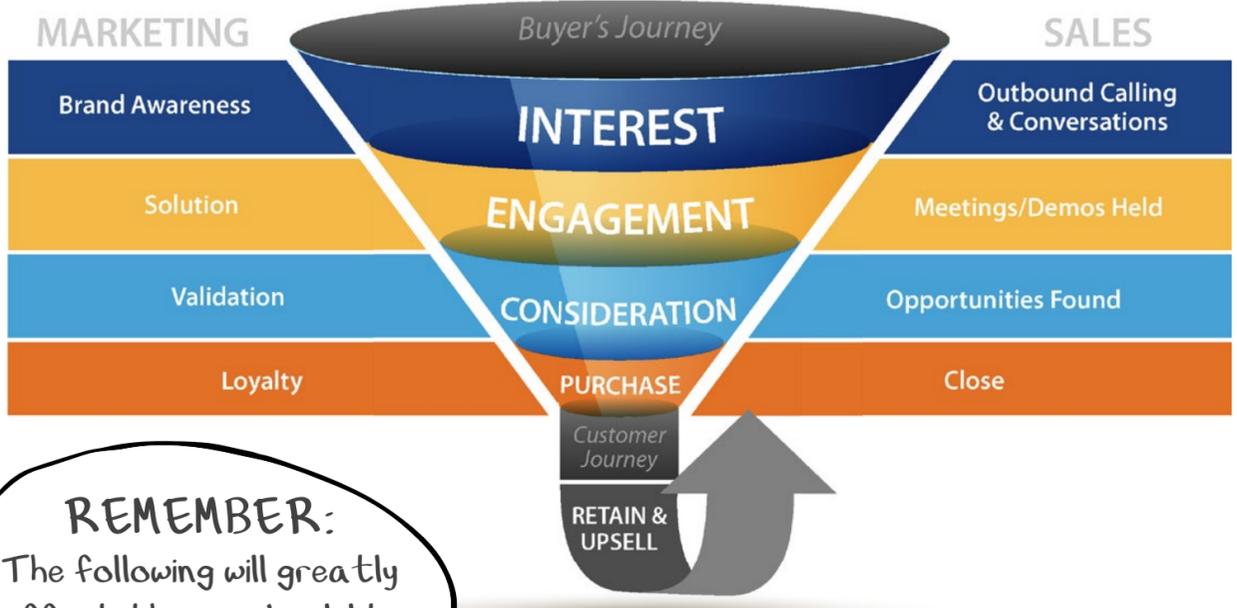
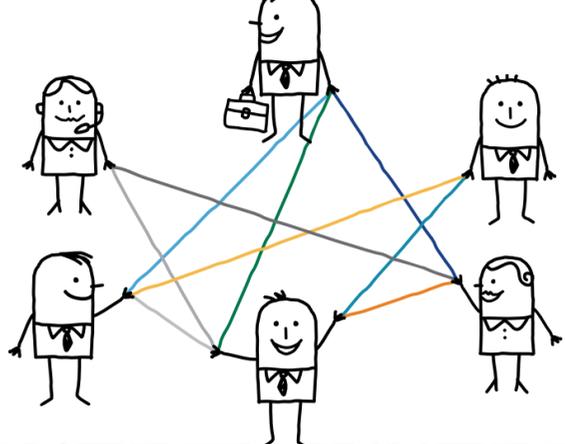
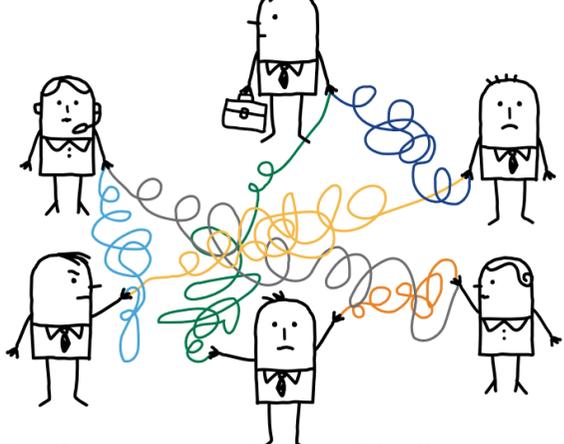
So why do only 8% of B2B companies have tight alignment between marketing and sales?

One Word: Silos



NOT ENOUGH FOCUS is put on building a unified team with a common vocabulary, integrated systems, inclusive processes, and a cohesive team culture.

With these systems in place the **TEAMS CAN WORK IN UNISON** to attract and engage more prospects—increasing funnel velocity and closing more deals.



REMEMBER: The following will greatly affect this pair's ability to provide results:

- QUALITY DATA:** The quality of the data 100% impacts the productivity of the funnel. Good data=high productivity. Bad data=stagnation.
- INTEGRATED SYSTEMS:** Sales and marketing must understand and use the same CRM, data analytics, and marketing automation tools.
- UNIFIED STRATEGY:** It's important to know where to focus efforts and why—when to rely on inbound when to send an email and when to pick up the phone.
- COHESIVE CULTURE:** The teams must use a common language, create processes that incorporate one another, and create a culture of transparency and accountability together.

IF YOU DON'T HAVE A READY-TO-GO MARKETING OR SALES TEAM, **GET YOUR SHERLOCK ITS VERY OWN DR. WATSON—PARTNER WITH NUGROWTH SAAS OR NUGROWTH DIGITAL.**



Sources:
¹Marketo and ReachForce. "Jumpstart Revenue Growth with Sales and Marketing Alignment." 2015. http://au.marketo.com/_assets/uploads/Jumpstart-Revenue-Growth-with-Sales-and-Marketing-Alignment-Marketo.pdf?20150602095814
²Forbes. "B2B Sales is being Massively Disrupted." October 2013. <http://www.forbes.com/sites/mckinsey/2013/10/15/sales-disruption-eruption-b2b-sales-go-consumer/>
³TOPO. "Sales and Marketing Alignment: Best Practices for Building a Revenue Machine" 2013. <http://blog.topohq.com/sales-and-marketing-alignment-best-practices-for-building-a-revenue-machine/>
⁴Aberdeen Group. "Sales and Marketing Alignment: A Primer on Successful Collaboration." <http://aberdeem.com/research/8803/rb-sales-marketing-alignment-collaboration/content.aspx>