

# 5 Best Practices for Aligning Sales and Marketing

According to IDC<sup>1</sup>, misalignment of sales and marketing can cost companies an average of **10% or more** of annual revenue. In tough times, that can mean the difference between growing your business or shutting parts of it down.

Although evolving business conditions and the prevalence of remote work may have made it more challenging, aligning sales and marketing is more critical than ever. Here are five best practices for alignment:

## 1. Embrace a Collaborative Mindset

Implement frequent, direct communication between your sales and marketing teams, and define common goals. Even if joint workshops and informal in-person gatherings are not possible, the key is to find ways to share information. Establish performance metrics and track against them. Although you may be on different teams, you have the same objective — selling.

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<sup>1</sup><https://www.linkedin.com/pulse/trillion-dollar-cost-sales-marketing-misalignment-june-manley/>



## 2. Centralize Content Management

You cannot align your story if everyone is using different content or struggling to find the right content. Create a single repository and implement intelligent content management to guide decisions about whether to retain, remove, or update content. Sellers should only have access to the latest content that is updated with relevant messaging for the changing business environment.

## 3. Personalize at Scale

Make it easy for sellers to discover and personalize content at scale for prospects. Ensure that the right mechanisms exist for users to discover content that will resonate with the buyers they are targeting, while still complying with brand standards and other regulatory requirements.

## 4. Use Predictive Content

Make sure that content is aligned to different stages of the buyer journey. Use an AI-powered predictive engine to surface the right content for the right customer at the right time. Track how well each piece performs. Better performing content for different scenarios should get surfaced automatically based on historical performance.

## 5. Leverage Engagement Analytics

In-depth engagement analytics provides insights on how prospects are engaging with content shared by sales. Intelligent content management helps answer important questions: Which content moves sales further down the pipeline? What pieces are sellers using the most and why? Knowing what works tells sellers what to do more of — and what not to. And marketers are able to make data-driven decisions about how to optimize the content they create.

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Organizations that have made go-to-market team alignment a priority are able to realize measurable business value including:

- increased sales and marketing efficiencies
- more content usage
- faster deal progression, and
- greater pipeline

But perhaps two of the most important benefits for go-to-market teams is having shared goals and a shared vision of how to achieve them.

Learn how to align sales and marketing in the ebook [GTM Alignment: Forging a Stronger Future](#)

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