

GUIDE

6 Best Practices for Aligning Sales and Marketing





Introduction

Misalignment between Sales and Marketing can make companies twice as likely to miss revenue goals.¹

That's the last thing any business wants, especially in times of economic uncertainty.

But remember: the economy is beyond your control; alignment of your sales and marketing teams is within it.

Why is Sales and Marketing alignment so crucial to hitting your targets? Because it fosters efficiency, adaptability, and customer trust—perennial standards for any good business, but potential lifesavers when times are tough.

Below are six ways your business can harmonize Sales and Marketing, especially when it matters most.





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 less frequent with the rise of work-from-home, find new ways to share information. Sales and Marketing may be different teams, but their objective is same: selling.

2. Centralize content management

Create a single repository and implement intelligent content management to guide decisions on whether to retain, remove, or update content assets. Sellers should only have access to the latest content updated with relevant messaging for the changing business environment.

Companies that implement a robust asset management solution can save two-thirds of the time previously spent searching.¹

In an international study, we found that 54% of respondents said the content they use is not easily accessible, and 43% said it was off-brand.²



3. Personalize at scale

Personalizing content shows buyers you understand them, which builds trust and credibility.

4. Use predictive content

Ensure content is aligned to different stages of the buyer's journey. An AI-powered predictive engine can automatically surface the best content for specific buying scenarios based on historical performance.

5. Leverage engagement analytics

Allow Sales and Marketing to be more responsive to the market with data that clearly shows which content actually moves buyers through the pipeline and why. That way, they know what to keep doing and what to stop doing.



According to recent research,

77%

of B2B sales and marketing professionals believe personalized marketing experiences create better customer relationships.³



80%

of B2B consumers trust brands that publish custom online content relevant to them, keeping their journey in mind.⁴



94%

of marketers have changed their customer experience strategy to meet new expectations, including increasing personalization.⁵





6. On-demand, on-the-go training and coaching

Leverage trackable, mobile-friendly lessons that sellers and their peers can take anytime, anywhere, keeping everyone up to date on the latest market shifts and the messaging you want to put out there in response.



48.2%

of sales reps claim not to receive proper coaching,

but



82.1%

of their leaders claim to be providing it.⁶





Is all of this easier said than done? Not with the right technology.

Implementing these best practices may seem daunting, but with the right platform, your sales and marketing teams will be on the same page before you know it—and they'll stay there no matter what the market throws at you.

To learn more, check out our eBook:

GTM Alignment: Forging a Stronger Future

or

Speak with one of Seismic's experts

SOURCES

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About Seismic

Seismic is the global leader in enablement, helping organizations engage customers, enable teams, and ignite revenue growth. The Seismic Enablement Cloud™ is the most powerful, unified enablement platform that equips customer-facing teams with the right skills, content, tools, and insights to grow and win. From the world's largest enterprises to startups and small businesses, more than 2,000 organizations around the globe trust Seismic for their enablement needs. Seismic is headquartered in San Diego with offices across North America, Europe, and Australia.

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