

The Top 3 Reasons Sales and Marketing Alignment is Off!

Why are teams still misaligned?

1 COMMUNICATION

49%

of sales and marketing professionals agree, **communication is a top issue!**

Why?

The breakdown of communication does not enable sales people and marketing to discuss important issues such as how leads are converting and what levers might be affecting performance and close rates.

When asked what they need from one another...

Sales says they want this from marketing:



Marketing says they want this from sales:



2 BROKEN PROCESSES

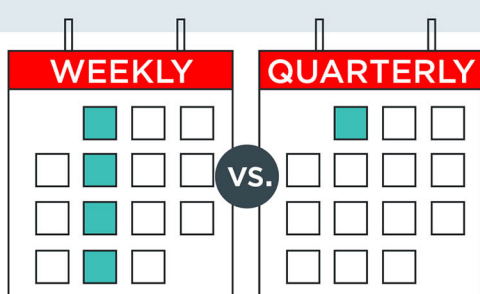
42%

of sales and marketing professionals agree, **broken or flawed processes** are an issue.

Why?

A **massive disconnect** exists between marketing and sales in terms of **how often they collaborate on pipeline...**

42% of marketing professionals say they meet with their sales counterparts **weekly**



44% of sales executives say they meet with their marketing peers **less than quarterly**

3 DISCONNECTED METRICS

40%

of sales and marketing professionals agree, **disconnected metrics** are an issue.

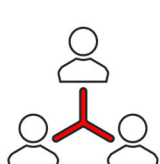
Why?

Marketing focuses on:

Sales focuses on:



Top of Lead Funnel



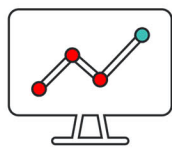
Segments



Quota Attainment



Accounts, Titles, Names



Campaign Metrics



Brand Awareness



Closing Deals



Velocity Through Sales Cycle

If marketing is to more effectively support sales, then we need to start by getting everyone on the same page regarding what success looks like. If you don't invest the time to align on the big picture, then don't expect to move the needle when you look at lead quality and quantity.

– Jim Dickie, Research Fellow at CSO Insights

Is misalignment a challenge for your organization too? Don't wait to tackle the problem. **Learn more about how to fix sales and marketing alignment today!**

Contact us at:

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Source: Conducted by Demand Gen Report in partnership with InsideView: A broad-based survey polled a wide mix of 995 U.S.-based sales and marketing professionals across several industries.