

Traditional View of Marketing's Job



- Image and Brand Awareness
- Market Segmentation and Profiling
- Opportunity Development and Support
- **And That's ALL!**

A traditional sales funnel

- Contacts / Leads
- Qualified Prospects
- Sales Pursuits / Proposals
- Orders

Traditionally, marketing hands contacts and leads over to sales. New Trend = marketing to stay engaged and deliver qualified prospects plus much better sales process support.

Why? Sales is not good at cold calling and preconditioning. Marketing needs to be measured on win and hit rates ... producing revenue.

Old saying “I know we are wasting 50% of our marketing investment but I don’t know which 50%” is no longer acceptable.

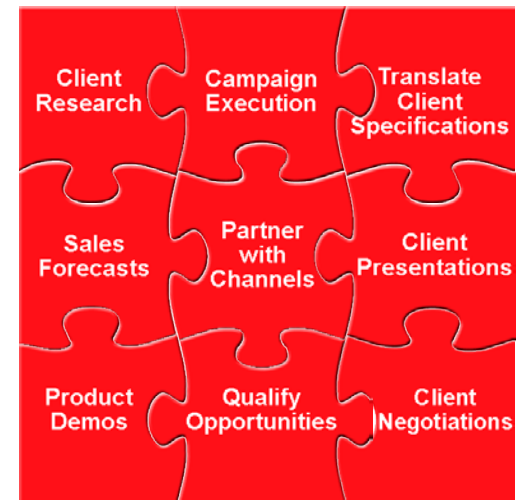
Marketing must support a new type of model where successful sales is based on value not products or pitches.

No one wants to be “*sold*” anything!

Marketing

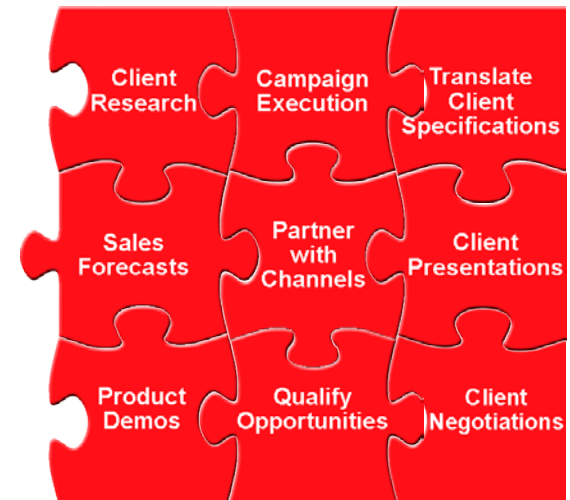
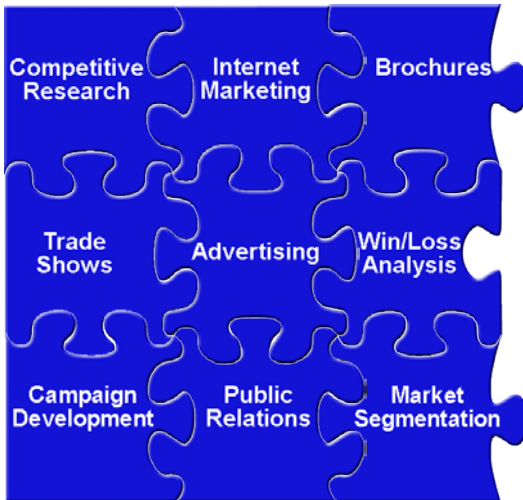


Sales



Marketing

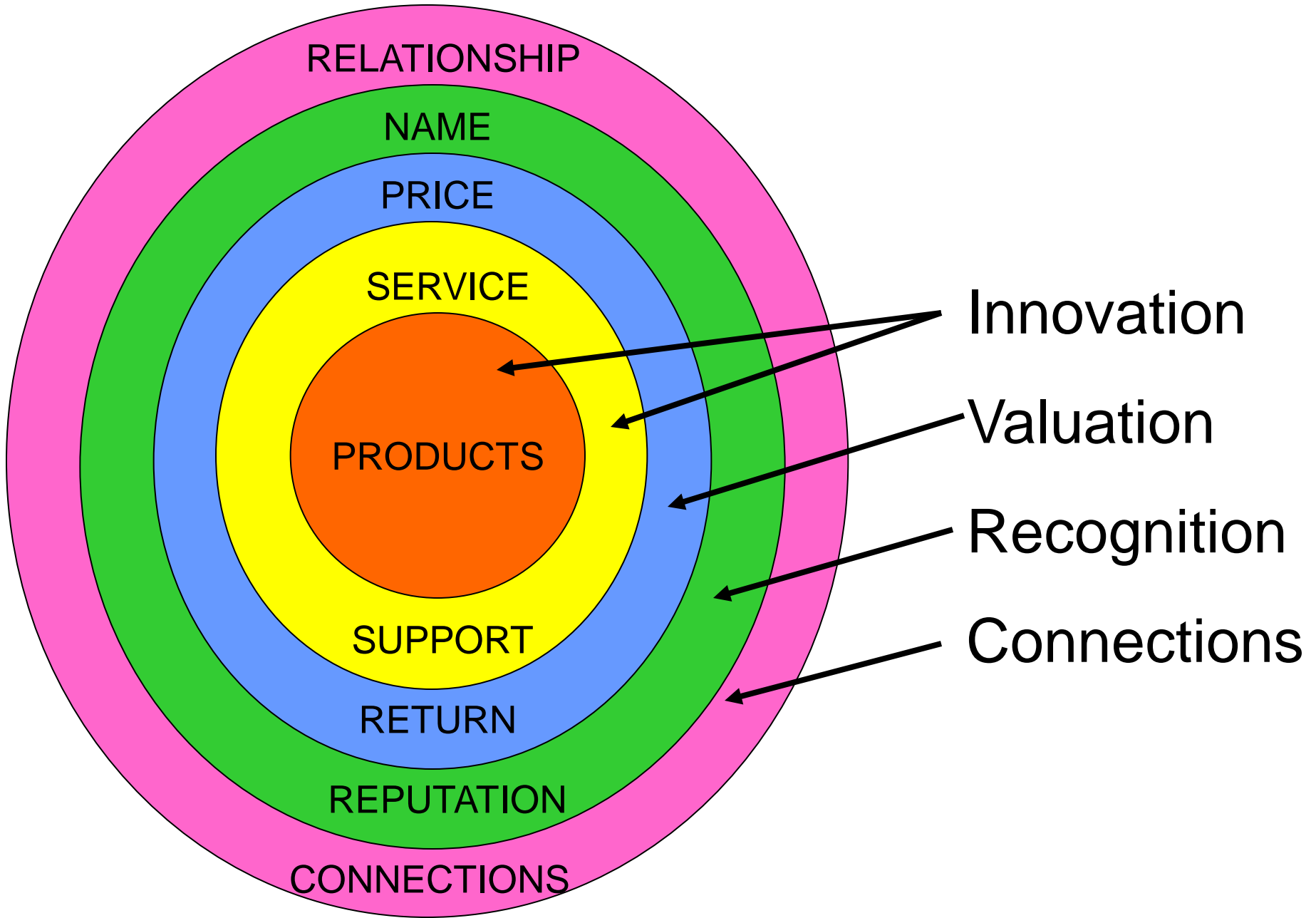
Marketing & Sales Sales



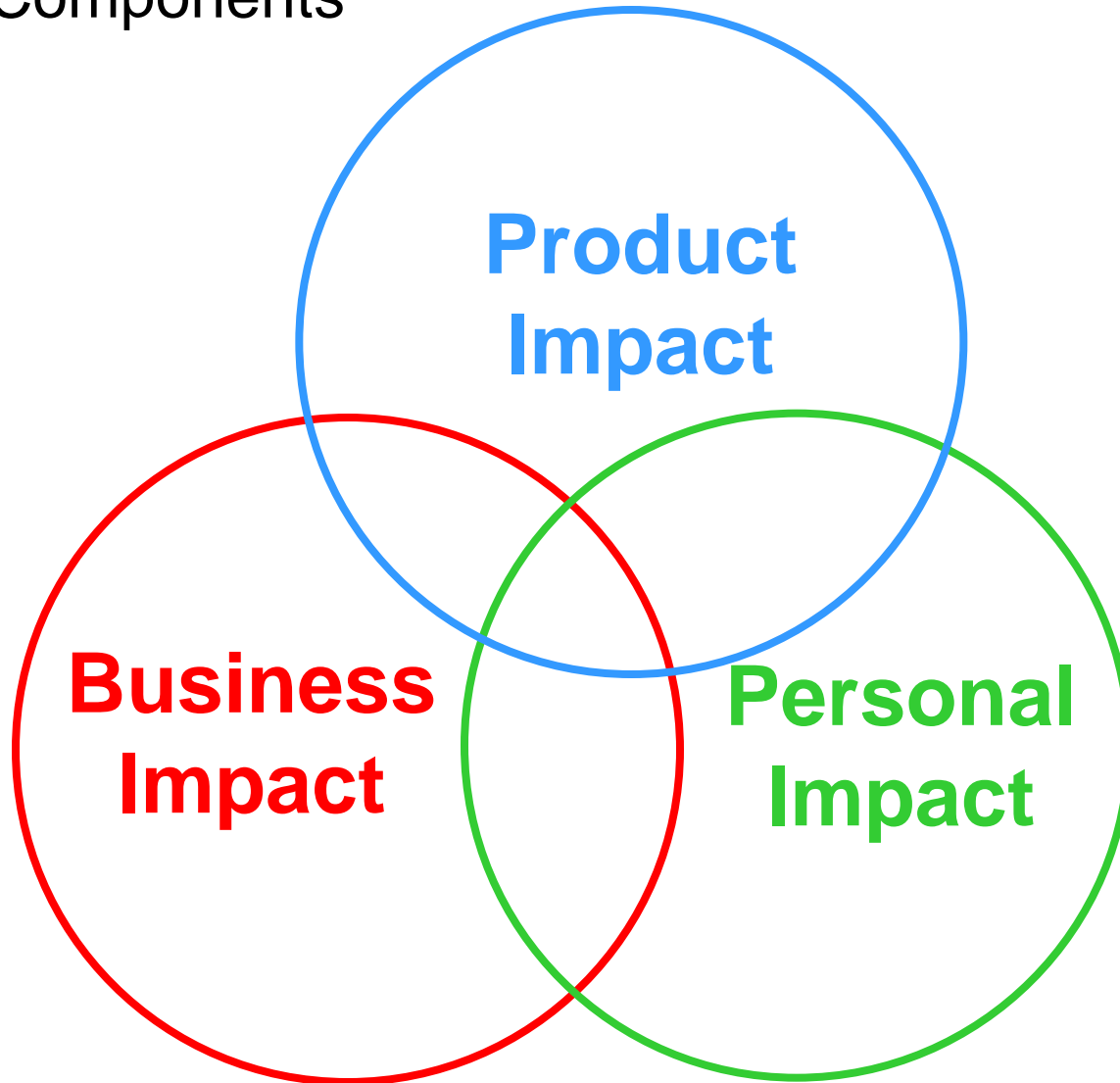
The Ideal World

Marketing & Sales Alignment



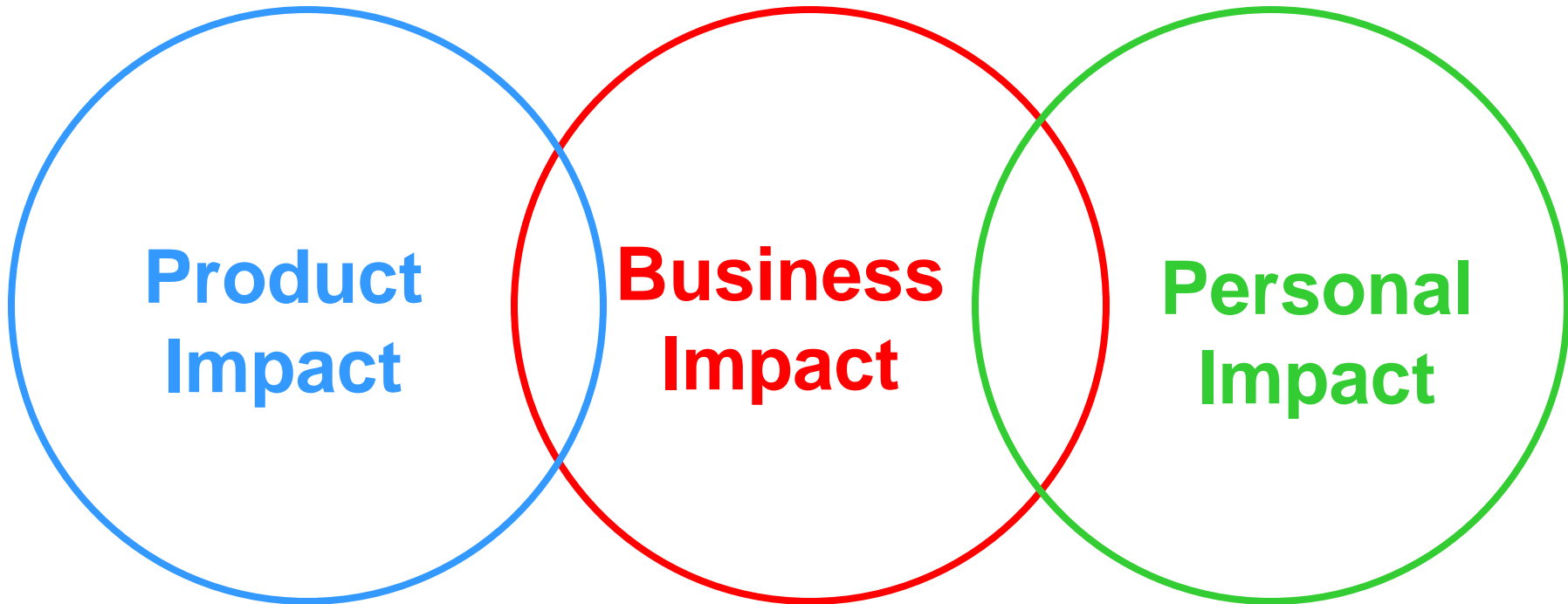


Value Components

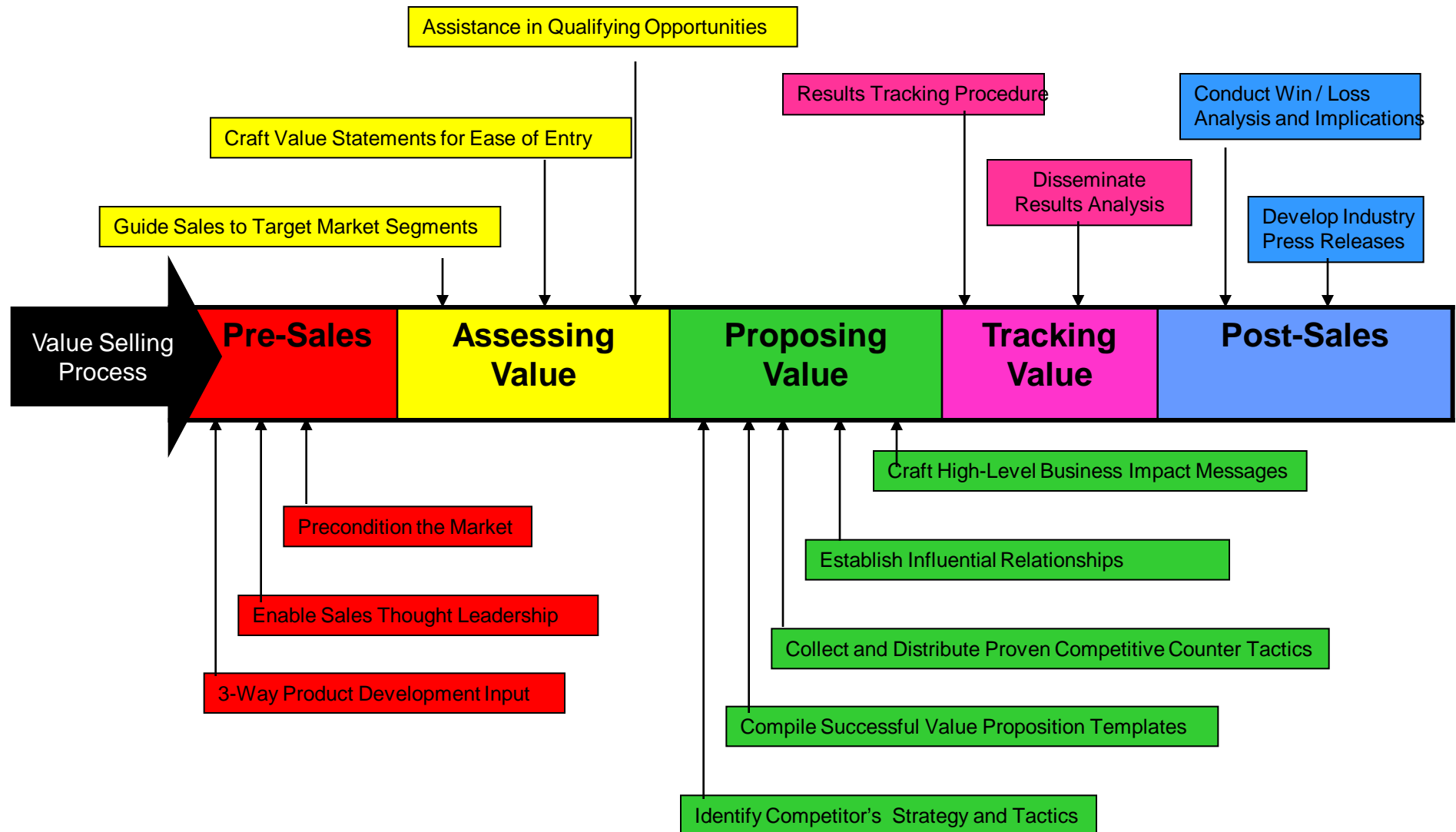


Sales Cycle / Buying Cycle

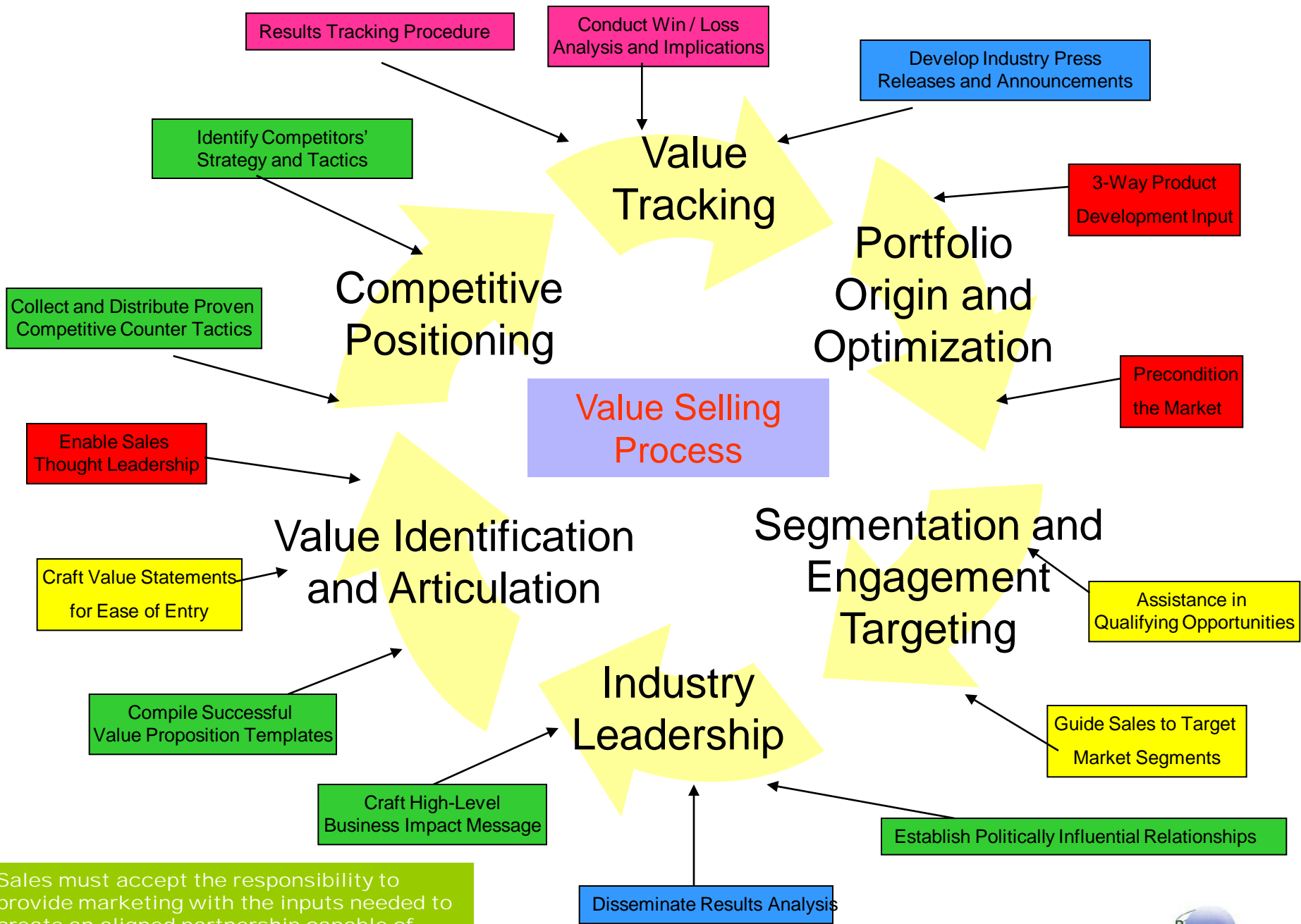
Dysfunctional relationship between Customers and sales people. They approach things from opposite directions.



Marketing's ultimate responsibility is to identify the type of competitor that could put them out of business and lead their company to defeat or become that company.



If Marketing or somebody does not provide these support inputs then Sales will attempt to do so.



Sales must accept the responsibility to provide marketing with the inputs needed to create an aligned partnership capable of executing a defined go to market sales strategy.

