

How to Align Sales & Marketing

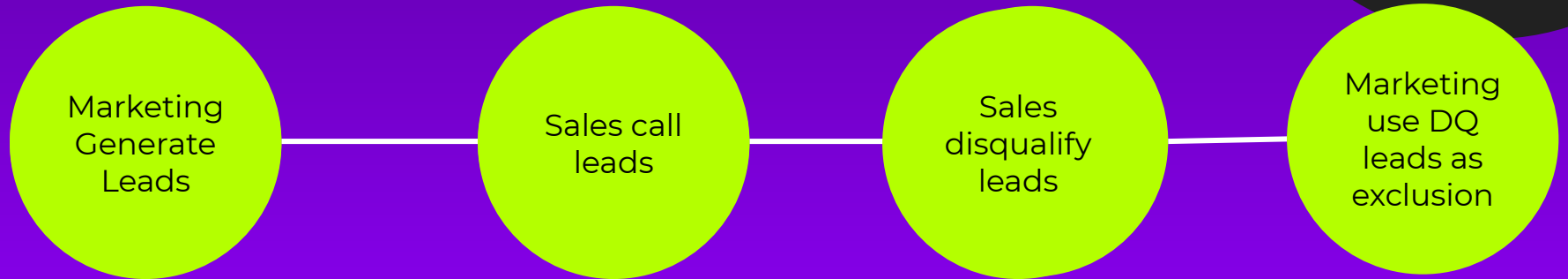
A black and white photograph of a horse standing next to a wooden wagon. The horse is dark-colored with a white blaze on its face. The wagon has a large spoked wheel and a barrel on top. The background is a plain, light-colored wall.

peasy

Tightly align sales and marketing generate 32% more revenue and 24% more profit

Irritation & Conflict

peasy



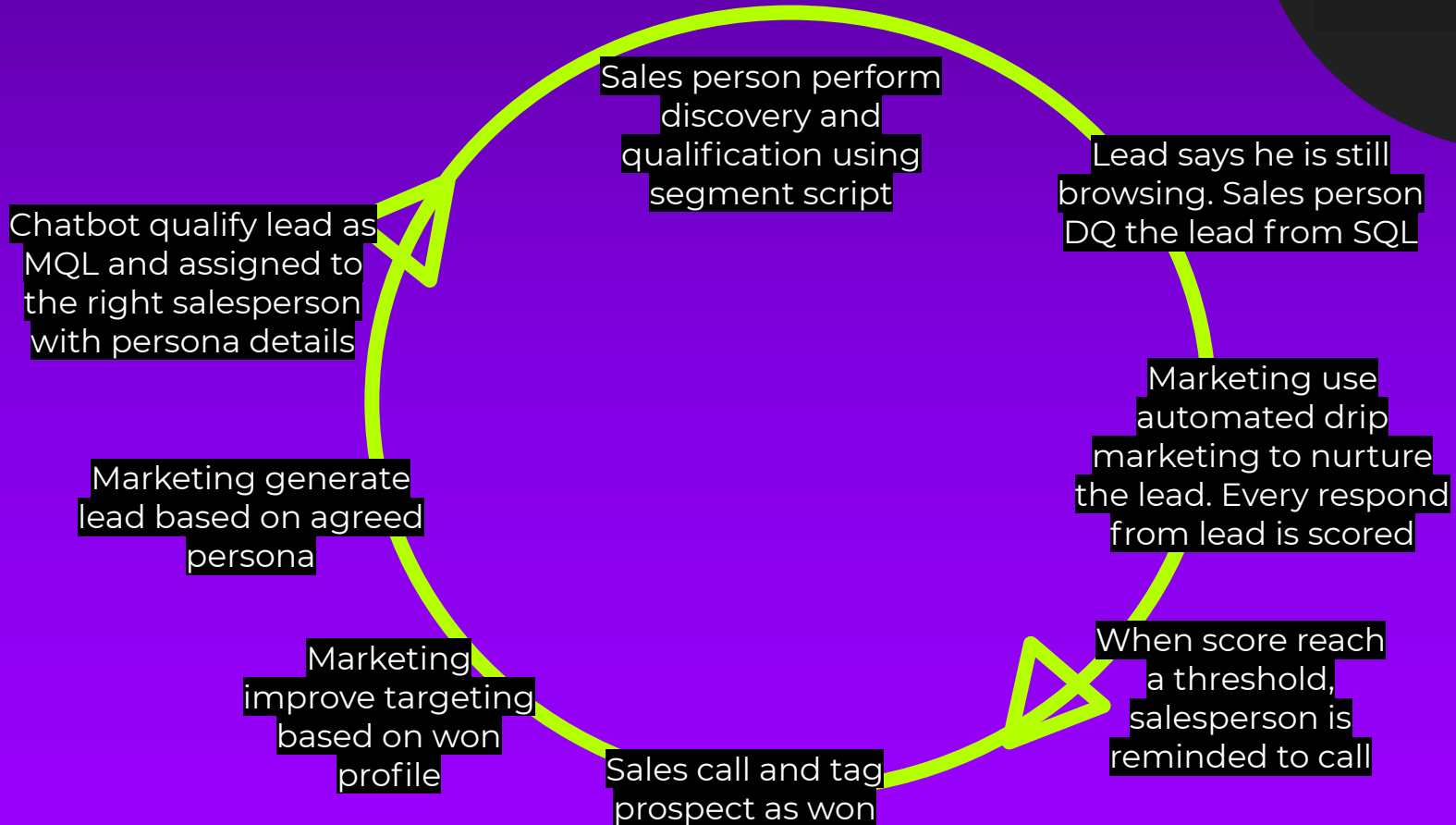
Sales	Marketing generate poor quality leads. Not interested, uncontactable. Marketing lead volume are erratic, sometimes too overwhelming - sometime insufficient to pass around.	Marketing doesn't give us enough leads.
Marketing	Sales people are not motivated, call the leads too late. Didn't use the right script to persuade and follow-up consistently.	After we'd exclude the DQ list, population size had diminished so greatly, that volume and CPL is negatively impacted.

Definition

Marketing Qualified Leads	Sales Qualified Leads
<p>A lead marketing can generate based on realistic targeting conditions. The lead may not exactly be ready to buy but can always afford to buy and have need for your category.</p>	<p>A lead sales team have qualified, to be worthy of sales effort.</p>
<p>An engineer in a O&G company who is currently looking for a superlink in TTDI when you're selling a superlink in Damansara.</p> <p>A young family with 2 working parents, frequently holiday in Japan and is currently living with their parents with a young kid on the way.</p>	<p>An engineer earning RM 15k a month, who's looking for a superlink within 10 minutes to his office and pricing is within his budget - and he has asked for brochure and view appointment.</p>

Preview of Ideal

peasy



Alignment Framework

Definition	Purpose and Scope, Customer Persona, MQL and SQL
Accountability	Representative from each department
Tracked Joint Target and KPI	MQL volume per day, MQL-to-SQL ratio, Sales Revenue, Closed % Ratio, Marketing Budget % ratio
Journey	Consumer Journey from Awareness to Close, Messaging across journey, SLA on each phase.

Course Framework

A diagram showing the 'Course Framework' branching into four main stages: Lead Starter, Lead Scaler, Closing Starter, and Closing Scaler. Two white lines originate from the bottom of the 'Course Framework' title and point towards the 'Lead Starter' and 'Closing Starter' sections.

Lead Starter

- Generating as many leads as cost effectively as possible using Facebook Lead Form
- Targeting local buyers by price segment
- Targeting local and foreign investors
- Setting up for lead quality improvement

Lead Scaler

- Detecting and fixing leakages in your customer journey
- Improving MQL to SQL Ratio
- Adjusting your ad spent/CPL based on buyer's potential value
- Holistic journey: FB, Google, Web, Email, WA

Closing Starter

- Using Chatbot to auto qualified leads
- Personalized discovery and closing using lead enrichment data
- Knowing when to call and message - understanding lead maturity
- Measuring and fixing leakages in sale
- Whatsapp selling

Closing Scaler

- Distilling group knowledge into a playbook
- Personalizing sales script
- Training, Hiring and Incentivizing
- Using automated WA, Email for lead nurturing
- Lead scoring