

Businesses struggle to join-up marketing and sales

The research among 100 senior marketing and sales directors at some of the world's biggest brands was carried out by Brand Learning, global experts in building capabilities across commercial functions to drive customer-centred growth.

MARKETERS OVERESTIMATE HOW GOOD THEY ARE AT JOINING UP WITH SALES

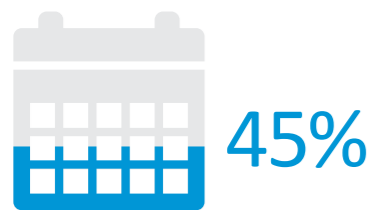
MARKETING

SALES

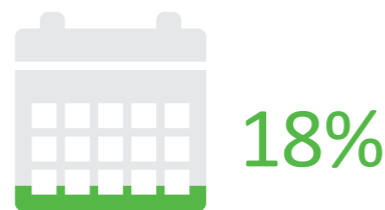


of marketers rated their collaboration with sales as strong

of sales directors agree that collaboration with marketing is strong



of marketers said they meet their sales colleagues every month

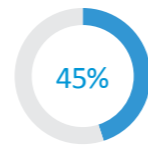


of salespeople said they meet their marketing colleagues every month

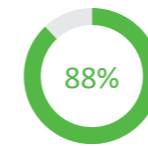
A LACK OF JOINED-UP WORKING PERSISTS

MARKETING

SALES



of marketers say that misaligned goals are the biggest challenge in working with sales



of salespeople say that not bringing in customer requirements early enough is the biggest challenge in working with marketing



WHEN QUESTIONED ABOUT EACH OTHERS GOALS, SOME SUSPICION INEVITABLY CREPT IN.



of marketers felt that sales teams' were most interested in corporate hospitality



of salespeople believed that ad spend was a priority for marketers

SOME TIPS AND ADVICE FOR LEADERS ON BOTH SIDES OF THE EQUATION

FOR MARKETERS WORKING WITH SALES



Align goals and translate them into clearly understood metrics.



Drop the 'them and us' attitude and listen to the insight they have to share in order to shape and deliver true customer-centric plans.



Align on the shopper, the only person that you both want to win with.

FOR SALES WORKING WITH MARKETING



Bring them to meet customers for business planning sessions and business reviews.



Some tension is healthy, but find the common ground in the consumer and shopper and work back together from there.



Educate them on the decision-making process in your customer, and help them understand your customers' challenges.