

IS YOUR MARKETING AND SALES ACTIVITY ALIGNED FOR SUCCESS?



Simply answer the following questions and see what your roadmap to success looks like.

Q1 ARE YOUR SALES AND MARKETING OBJECTIVES ALIGNED?

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| <p>We have separate sales and marketing plans – with no shared objectives.</p> <p>SCORE: +1</p> | <p>We have unified sales and marketing strategy and plan agreed, but haven't got process alignment, resources and infrastructure in place (e.g. CRM and Marketing Automation).</p> <p>SCORE: +2</p> | <p>Our sales and marketing operations are fully aligned and supported with process, resource and technology, but we are still not hitting our objectives.</p> <p>SCORE: +3</p> | <p>Marketing and Sales attribution is being measured and the pipeline is delivering sales opportunities. Smart sourcing of additional sales resource is in place to maximise conversion and drive sales innovation.</p> <p>SCORE: +4</p> |
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QUESTION 1 TOTAL:

Q2 IS YOUR IMPLEMENTATION BUDGET IN PLACE?

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| <p>We have no budget for marketing and sales alignment (strategy, planning, process and infrastructure).</p> <p>SCORE: +1</p> | <p>The business acknowledges the benefits of driving sustainability and growth through sales and marketing attribution and there is a budget for a feasibility review to inform a comprehensive business case.</p> <p>SCORE: +2</p> | <p>Budgets are in place but there needs to be a focus on measurement and improved ROI against spend this year.</p> <p>SCORE: +3</p> | <p>Return on marketing and sales investment is being achieved and we have scalable sales resource to respond to opportunities.</p> <p>SCORE: +4</p> |
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QUESTION 2 TOTAL:

Q3 HAVE YOU GOT THE RIGHT SALES AND MARKETING PLATFORMS IN PLACE TO ACCELERATE GROWTH?

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| <p>We don't have a CRM solution in place (the single-source of truth for all customer data). Prospect data resides with each sales person and is not centralised. We have no way of measuring marketing activity.</p> <p>SCORE: +1</p> | <p>All of our customer data resides in a Customer Relationship Management platform, but our CRM solution doesn't integrate with a Marketing Automation Platform to enable us to lead score opportunities.</p> <p>SCORE: +2</p> | <p>Our CRM and MA platforms are in place and work together to deliver customer insight that can be actioned by sales and marketing to drive personalised and relevant engagement.</p> <p>SCORE: +3</p> | <p>Our CRM and MA platforms support our sales and marketing strategy. Management Information allows us to maximise on positive trends and focus our activity against business priorities.</p> <p>SCORE: +4</p> |
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QUESTION 3 TOTAL:

Q4 ARE YOUR SALES AND MARKETING TEAMS BUILT FOR INNOVATION AND SCALE?

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| <p>Marketing and Sales currently operate in silos, with no shared objectives or initiatives.</p> <p>SCORE: +1</p> | <p>Alignment with overall objectives and collaboration on planning.</p> <p>SCORE: +2</p> | <p>Common goals discussed and agreed and a clear understanding of how CRM and MA will drive responsiveness and resource focus. The number of telesales and sales consultants restrict the ability to scale and respond to market opportunities.</p> <p>SCORE: +3</p> | <p>The principles of smart sourcing to insource marketing specialism (sector and/or channel) and outsource telesales and sales constancy to upscale/downscale against market demand is in place.</p> <p>SCORE: +4</p> |
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QUESTION 4 TOTAL:



Overall Score:

A SCORE OF 11 OR LESS SUGGEST THERE'S OPPORTUNITY TO DELIVER IMPROVED ROI, SUSTAINABILITY AND GROWTH.



IMPROVE YOUR ROI
 Contact B2B Smart for a commitment-free audit:
www.b2bsmart.co.uk/audit/