

Though it sometimes seems they're on opposing teams, Marketing and Sales are actually on the same side! It's imperative both work together to give each customer the best possible experience.

3 STEPS TO CREATE ALIGNMENT BETWEEN MARKETING AND SALES

1 Develop A Lead History:

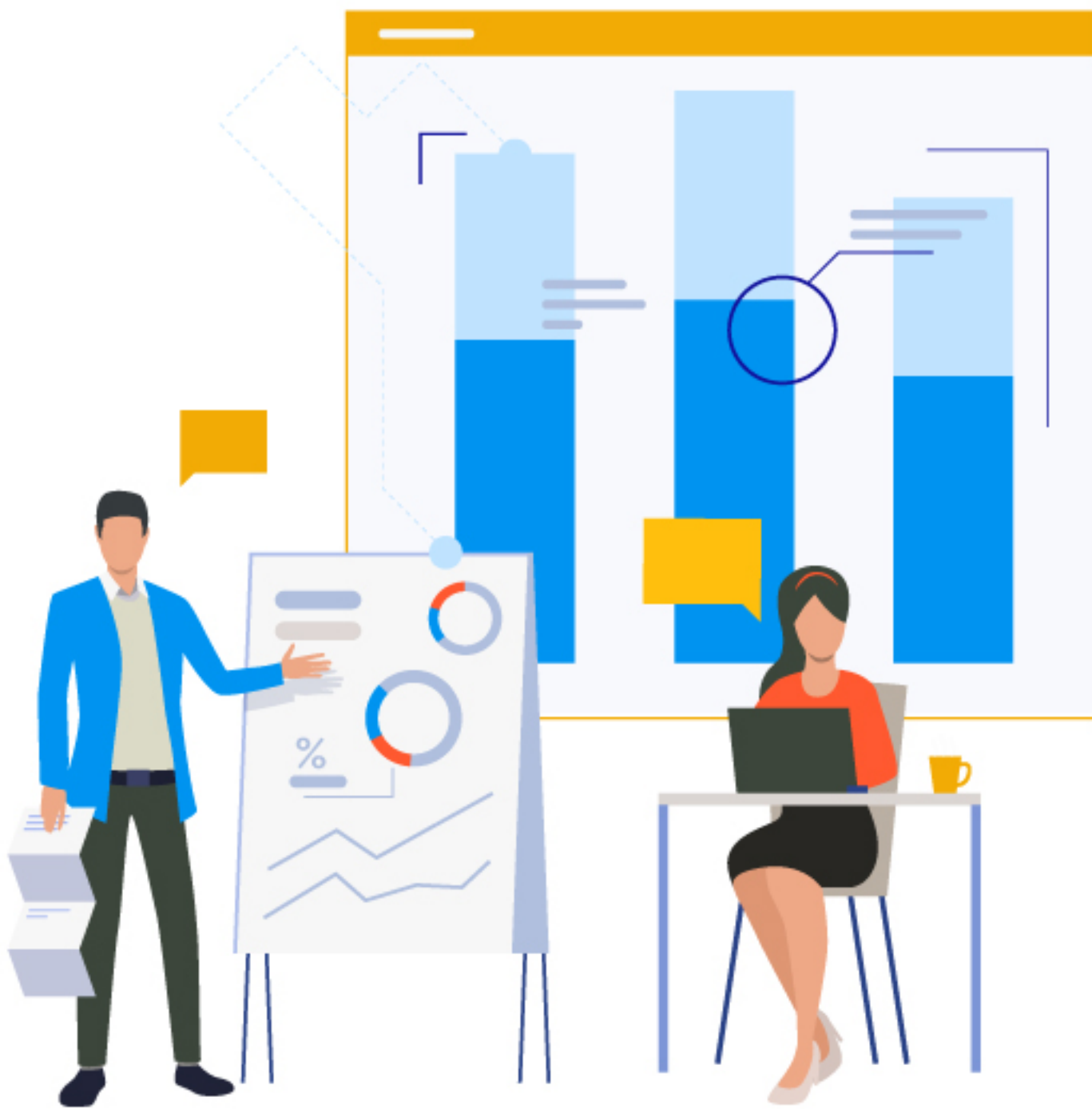
As potential customers interact with your content, you'll want to track each interaction. This "lead history" creates context so the sales team can pick up where marketing leaves off and can therefore provide a more seamless prospect experience.



2

Connect the Customer Journey:

Successful salespeople personalize their approach to fit the prospect using information from the lead history to develop a nuanced sales approach focused on the specific buyer's needs.



3 Create a Messaging Feedback Loop:

Sales and marketing teams need to continuously collaborate to identify the prospects who become customers, also called "closed-won." Then review the specifics of those sales to learn who is buying from you and what marketing and sales activities led to the sale, also called a closed-won analysis.

