



How To Make Sure Trade Show Marketing Fuels The Sales Funnel

There is a historic “disconnect” between what sales wants and what marketing delivers. Much has been written about how to fix it. However, for many, marketing and sales alignment has proven to be elusive.

65%

of sales reps say they can't find content to send to prospects (this is the most common complaint cited by sales teams)

— KAPOST

76%

of content marketers forget sales enablement

— KAPOST

According to a recent survey by *SiriusDecisions*, **the biggest inhibitor salespeople see to achieving their quota is the inability to communicate value messages.** Perhaps this is one reason why 70% of marketers want more meetings with sales, according to research by sales platform, ToutApp.

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70%

or marketers want
more meetings
with sales.

— TOUTAPP

The B2B marketers surveyed in the ToutApp report understand the importance of intra-team communication between marketing and sales departments. **But getting together is not enough. You have to get on the same page.**

This can be especially difficult for trade shows and events, because while both groups ultimately share the same goal, marketers are typically focused on demand generation, while sellers are focused on meeting quotas. The result? Channel content – including face-to-face channels - is not useful for sales and leads are “lost in translation.”

If you want to fix the alignment problem, try some of these industry best practices.

1

Define a common language.

It's not that sales and marketing don't get along. It's that they don't speak the same language. As a result, they don't understand each other's needs. To clarify needs:

- Work together to establish a clear definition for qualified leads.
- Break down prospects by persona.
- Identify where prospects are in the buyer's journey.
- Target the prospects sales wants to prioritize.

2

Focus on a common goal.

Instead of focusing on driving demand, focus on driving revenue.

- Scale marketing efforts with sales results.
- Set Service Level Agreements (SLAs) based on historic lead-to-customer ratios, current sales team capacity and the percentage of total revenue for which marketing will be held responsible.
- Make the customer your top priority.

3

Commit to joint planning.

Make message development a team effort. Ask sales, “What are the most frequently asked questions you get from customers and prospects?” Your content should answer these questions.

4

Perfect the pass-off.

Establish a lead transfer process and score leads before passing them on to sales. Good lead scoring should include scoring on demographics, buying cycle, readiness to buy and interest level. This will give sales the information they need to drive higher-impact deals.

Joint *Marketo* and *Reachforce* research found that, **when sales and marketing are in synch, companies are up to 67% better at closing deals.** Don't you think it's time to get aligned, get together and get on the same page?

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