

How to align marketing & sales to close more deals



**Gain 7 key takeaways from our latest
expert roundtable.**

Discover how aligning your marketing and sales teams can improve performance across various aspects of business—from lead generation to customer retention.

Learn more:
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Meet the experts



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7 key insights from the lively roundtable conversation

1. YOU CAN'T GROW SUSTAINABLY WITHOUT ALIGNMENT.

It's impossible to scale if marketing, sales, and customer success aren't on the same team. This involves understanding each other's strengths and challenges.

2. ALIGN AROUND SOMETHING YOU CAN AGREE ON: THE CUSTOMER.

The guiding principle behind any growth strategy is clear: your customer is North Star. Start building alignment by agreeing on this simple belief, and open a conversation around how to add value at every stage in their journey, from first contact to renewal.

3. A GREAT EARLY INITIATIVE IS TO COLLECT CUSTOMER STORIES.

Capturing and sharing customer stories within your daily workflow is a great way to elevate the voice of the customer and get all teams working toward the same goal. These customer success stories, or case studies, can support both marketing and sales goals.



If you don't believe that your business's mandate is making your customers' lives better in some way, then alignment isn't going to happen. But if you do embrace this idea, alignment is simply about inculcating this belief so that you can actually grow better.

KINSEY WOLF, GROWTH MARKETER

4. EMBRACE SALES ENABLEMENT.

Sales enablement requires early and constant collaboration between marketing and sales. This not only equips the sales team with tools and materials but also enables them to connect genuinely with customers while staying on-brand.

5. ENSURE LEADERSHIP SUPPORT.

The alignment should start at the top, with the C-suite setting the tone. Shaming, blaming, or tension between leaders will hinder your ability to align the rest of the department and ultimately hurt your closed-won rate.

6. LEVERAGE DATA TO ENHANCE STRATEGY & CELEBRATE WINS.

It's essential to highlight customer wins using data and success metrics, but it's also important to analyze internal performance data to improve your strategy. Work collaboratively to develop a clear picture of your conversion rate through the customer journey, including fallout. Both of these types of data can be shared internally to celebrate wins, build consensus, and encourage progress.

7. IT ALL COMES DOWN TO VALUE.

Ultimately, the goal of each department in the company is deliver value to the customer at every stage in their journey. Encouraging each member of your team to think about their work through this lens can ensure that alignment is built and maintained.

Learn more

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