

November 19, 2020

Greetings!

I love a bit of uncertainty. It keeps me on my toes. Just the same, I'm happy to see the uncertainty of 2020 come to an end.

My hope is that 2021 brings more clarity so we can think about 2022 and beyond!

In my last newsletter, I noted that COVID pushed us hard and fast to accelerate Digital Transformation. Our journey maps were probably not reflecting, assuming they existed, today's online and virtual journeys – maybe with a dash of direct marketing.

I suggested the personas we've been using may have changed over the last seven months representing a more diverse set of attributes of the digital customer. I also suggested we move closer to being viewed as a trusted advisor and problem solver over the buying cycle rather than merely a product or service provider.

While the Traditional Buying Cycle may not be the serial path our clients continue to follow, it is still an anchor. We must continue to use it as a guide, since not doing so will cause chaos in how we market and sell.

Moreover, the overlap in the Discover and Evaluate phases have become a team sport for Marketing and Sales. The lines between marketing activities and sales activities have blurred.

In a recent presentation for BrightTALK's Summit, "Enabling A Successful Sales Team: Engage and Convert", I made the case for more integration between Marketing and Sales – *a much tighter workflow and partnership that goes well beyond alignment.*

In fact, CRM Advocate published my article "[Sales and Marketing: Alignment or Integration](#)" which posited that more than alignment was required. This year, I revisit that notion.

MarTec's Law, a concept developed by @chiefmartec, says technology changes at an exponential rate while organizations change at a logarithmic rate. What's more "this change gap widens over time eventually requiring a reset of the organization."

Well, there you have it, and here we are!

Marketing and sales integration CAN be achieved in multiple ways.

It does not necessarily mean one formal organization structure or even one technology platform (although that is a more cost-effective solution), but **one team in mind, spirit and workflow.**

There is a shared understanding of:

- the needs that products and services are filling
- the characteristics of the ideal buyer
- the features and functions that attract customers and retain them for long-term, mutually beneficial relationships.

TRADITIONAL BUYING CYCLE



It means being viewed as a trusted advisor from the top of the funnel to the bottom.

It will mean a different form and function for each organization.

Let's have a conversation about what it means for *your* business.

Regards,
Marianne

The Growth Strategy Group
www.growthachieved.com

