

February 15, 2021

Greetings!

A key theme for 2021 is the continuous enhancement of the symbiotic relationship between marketing and sales.

Our Digital First environment is driving this thinking. Symbiosis is different than alignment. Marketing and sales are “in this together”.



The silos associated with the sales funnel are breaking down with the greatest opportunity in the Discovery and Evaluation phases of the buyer's journey.

Here are 5 questions (a subset of a broader assessment) that will provide a preliminary indication about how The Growth Strategy Group is capitalizing on the naturally occurring symbiosis that exists between marketing and sales:

1. Are your annual and quarterly sales and marketing plans co-created by marketing and sales and are they reinforcing each other?
2. Have marketing and sales established and utilize a common vocabulary?
3. Do marketing and sales co-create the Ideal Customer Profile and have a feedback loop to update it based on data collected firsthand from customers?
4. Is the value proposition and feature/function/benefit messaging in marketing content consistent with the messaging during the sales process regardless of sales channel?
5. Are the KPIs used to measure the performance of each organization driving them to the same goals?

Let's have a [conversation](#) about your answers to these questions.

Regards,
Marianne

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