

Time to team up

B2B marketing and sales

LEAD FORENSICS

FREE TRIAL

B2B marketing and sales teams work to the same overall target, yet for the majority it seems difficult for them to align their goals and work as one. You're 67% more likely to close deals when B2B sales and marketing work together – here's everything you need to know...

1

Problems we face when marketing and sales are divided?

The vicious blame-game circle

When poor revenue is generated, a huge amount of finger pointing occurs between teams, reducing productivity and professionalism.

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The content problem

Content created should be an open stream for everyone to utilize. Unfortunately arguments arise over the use of marketing content on the sales floor.

4



Inconstancy in rules

Both B2B marketing and sales qualify leads, but often in different ways. If both teams have different rules, how can you hope to harmonize in generating new business opportunities and revenue?

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Why is teaming up so hard?

Teams don't understand why

If your sales and marketing teams can't see the logic behind alignment then they won't try (or want!) to make it a success.

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There's nothing there to begin with

Most organizations see little to no mixing between these two teams – how can something come from nothing?

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So where do we go from here?

Align your goals

Set team targets and goals that align marketing and sales, then plan tactics as a unit too. You'll produce strategies everyone is passionate about working towards.

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Work closely physical as well as metaphorically

This not only helps unify the teams, it encourages shared success so teams work hard to help each other.

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Find a solution that binds them together

By using a tool that puts B2B sales and marketing all in one place, your teams will see how working together is a must to generate the best results.

LF

Take Lead Forensics for example.

Our lead generation software is used by 50,000 B2B marketing and sales experts globally, identifying anonymous website traffic. Revolutionize your B2B lead generation and fuel your sales pipeline with new business opportunities.

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GET STARTED

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