



The Crucial Role of Sales & Marketing Alignment to Your Dealership's Future

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September 2019



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Sales vs Marketing

"These leads stink!"

"Why haven't you followed up with this lead yet?"

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Gary Vaynerchuk

SALES **VS** MARKETING

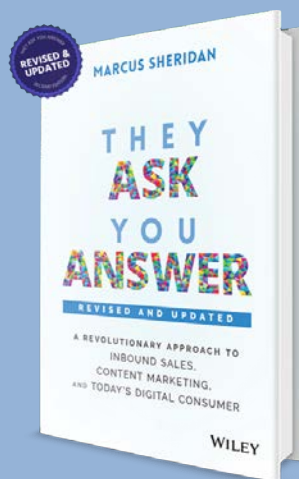
@GARYVEE

SALES AND MARKETING ORGS

Size 10000
Rate -> 10%
(expect, how?)
conversion Rate -> 53%
average buyer purchase -> \$14,000

What is Sales & Marketing Alignment?

The alignment of a company's sales and marketing departments for the sake of improved communication, enhanced collaboration, and increased efficiency.






The Time Is Now:

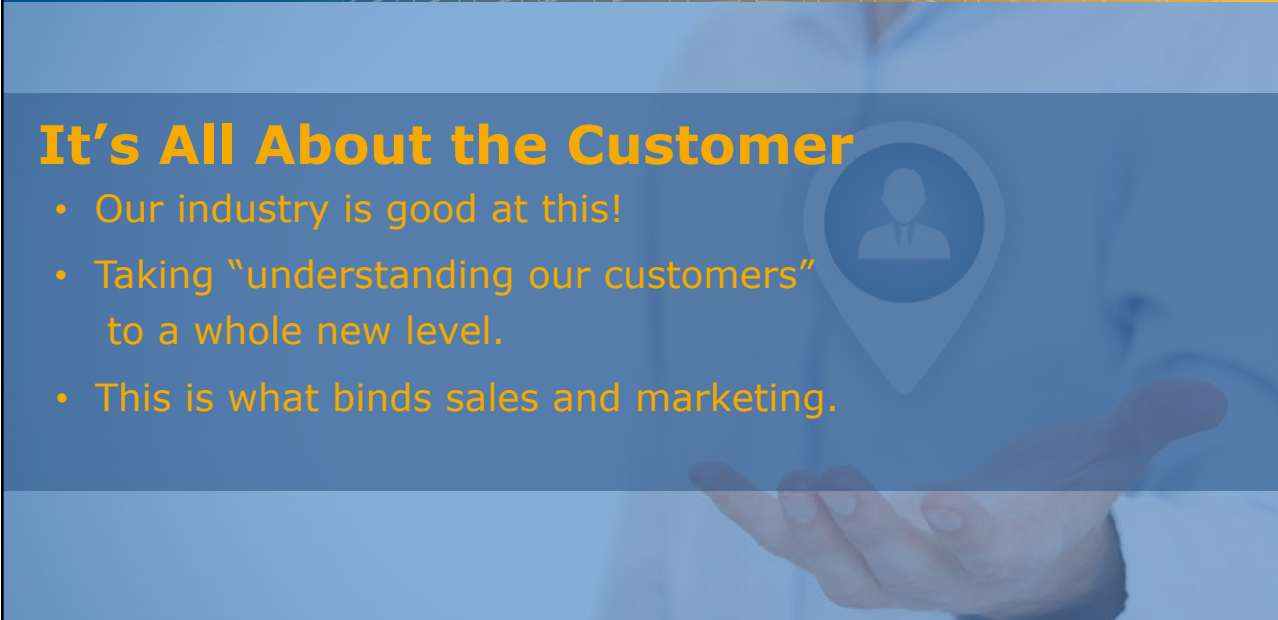
94% 95%

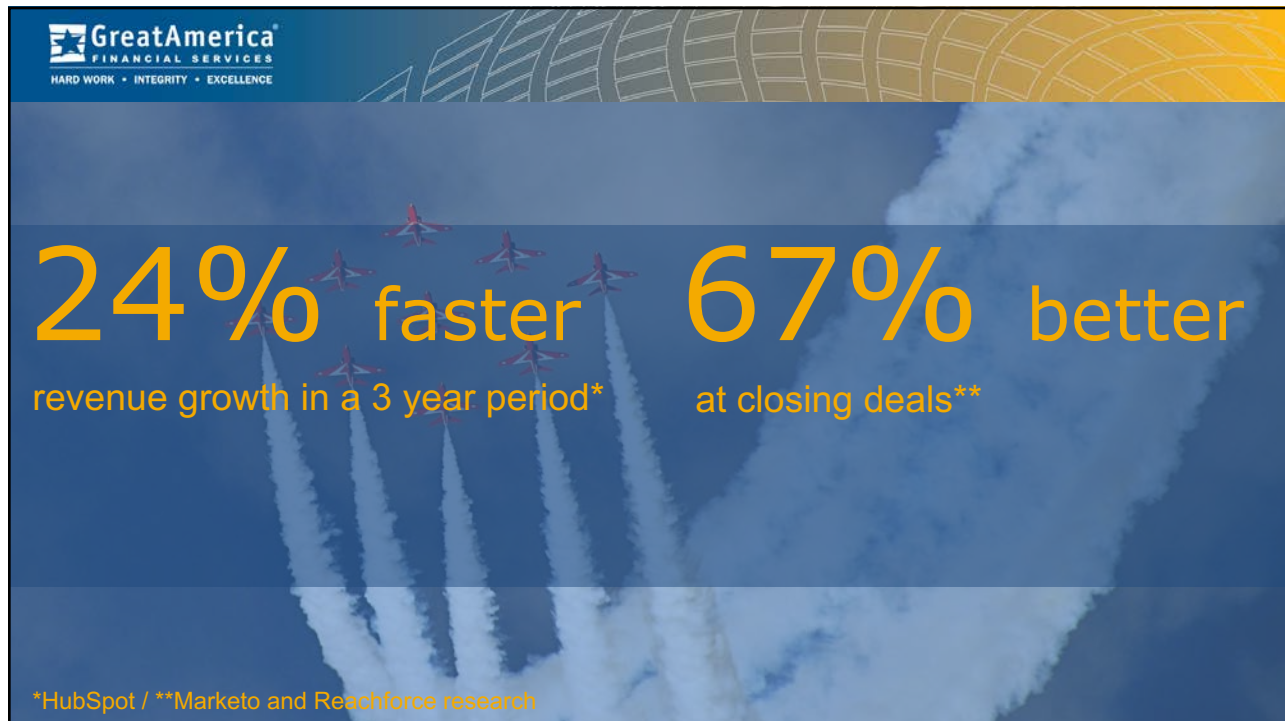
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It's All About the Customer

- Our industry is good at this!
- Taking “understanding our customers” to a whole new level.
- This is what binds sales and marketing.



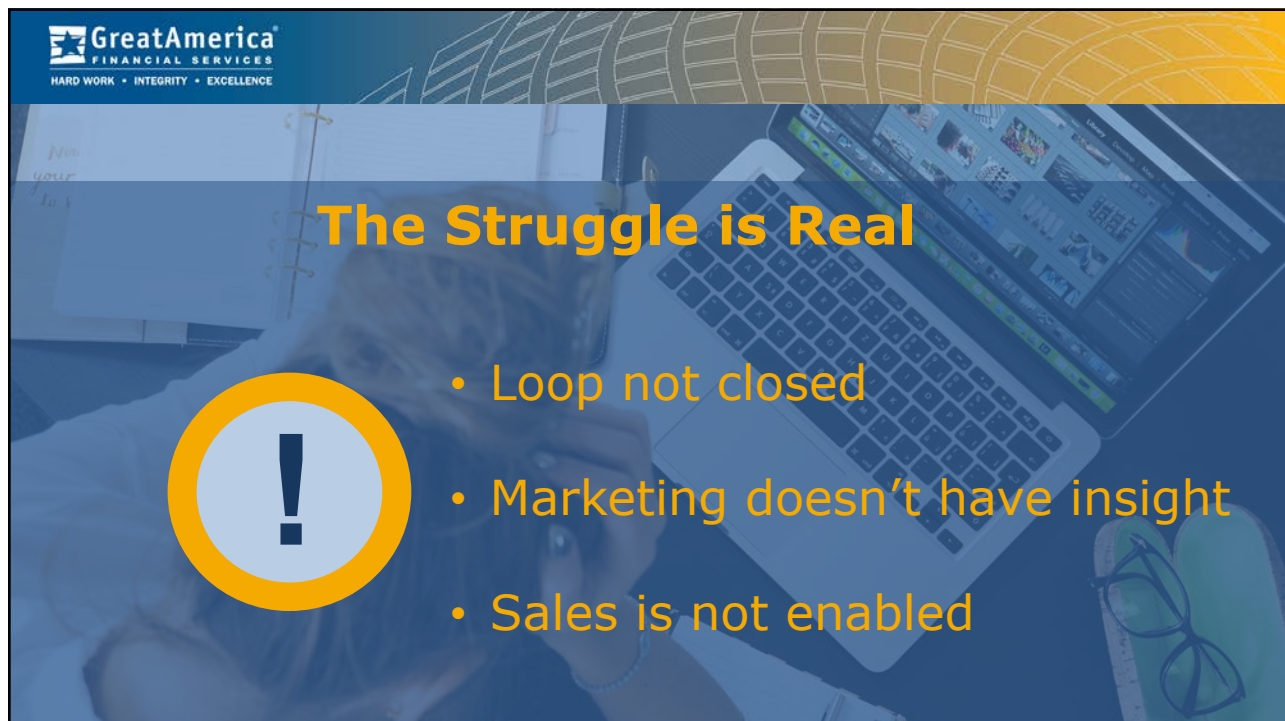


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24% faster revenue growth in a 3 year period*

67% better at closing deals**

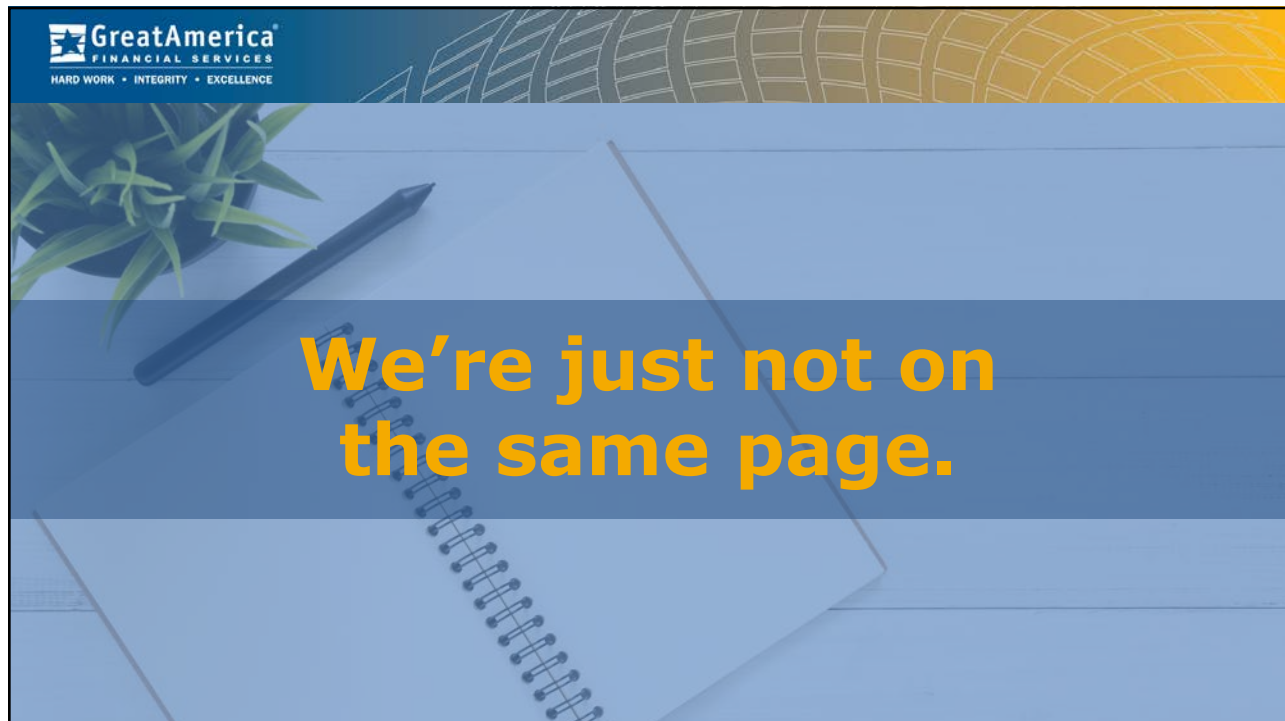
*HubSpot / **Marketo and Reachforce research



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The Struggle is Real

- Loop not closed
- Marketing doesn't have insight
- Sales is not enabled



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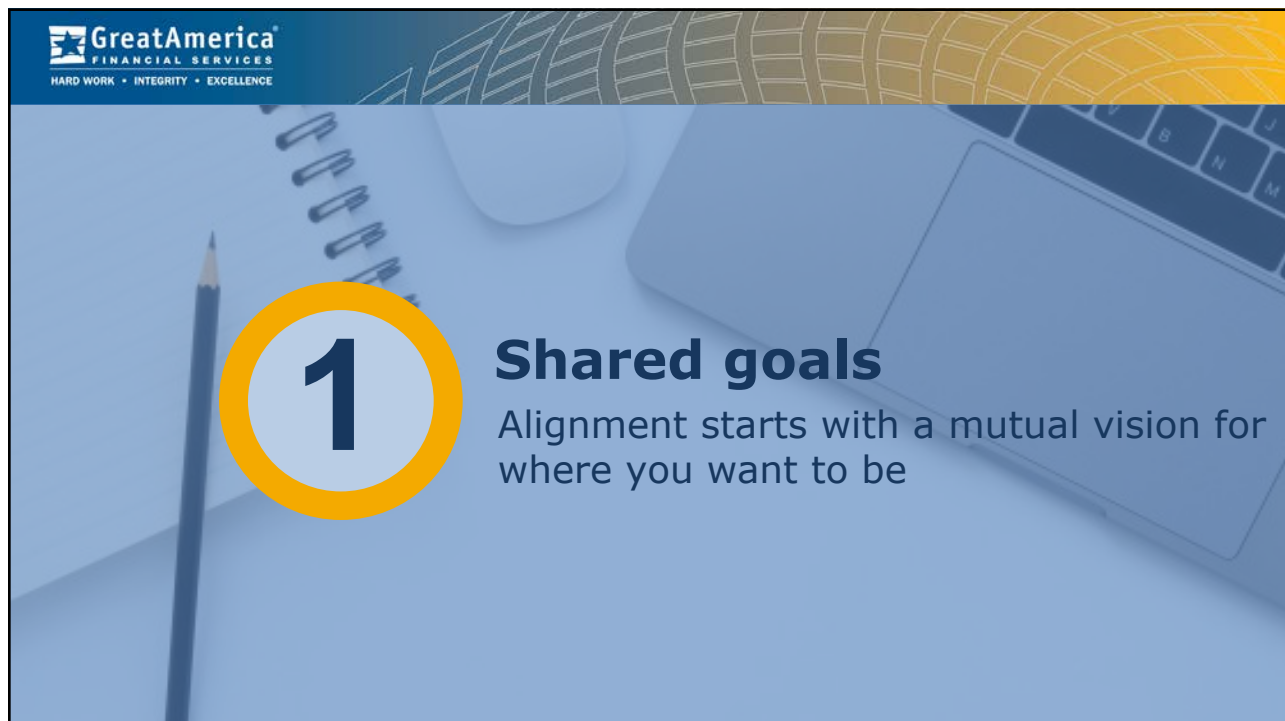
The SLA (Service Level Agreement)

- Set & Communicate Goals
- Define Ideal Buyer Personas
- Standardize on Lead Definitions
- Establish Processes (Protocols for Lead Management/Tracking, measurement, & Assessment of Performance Metrics)
- Determine the SLA Review Process


Handwritten notes on a notebook in the background include:
 - Upcoming Campaign
 - rev
 - profit
 - cost
 - response rate
 - (expected, how...)
 - conversion rate → 5.3%
 - average buyer purchase → \$14,000
 - costs = 7,843 / buyer
 - 59%



Alignment: Where Can We Start?
Let's Make Some Simple Commitments to One Another




1 **Shared goals**
Alignment starts with a mutual vision for where you want to be



2 **Clear Definitions**

Define your ideal customer, personas, roles of sales and marketing, new terms for inbound marketing and your systems (CRM/marketing platform)



3 **Communication**

Meet regularly, attend events together, go on calls, provide updates, shared email distros, joint content, alerts, training

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Example

Faster Sales with Fewer Resources. Advanced Conversations with Less Objections.

Day 1	Day 2	Day 3	Day 4	Day 5	Day 6	Day 7
<ul style="list-style-type: none"> Web Lead Visits 42 webpages 	<ul style="list-style-type: none"> Directly calls Collabrance (Sales Call #1) 	<ul style="list-style-type: none"> Visits Website Calls Collabrance Partner on testimonial video for referral Next Steps Email 	<ul style="list-style-type: none"> "Assignment Selling" - Sales sends email with website links 	<ul style="list-style-type: none"> Views another 29 webpages 	<ul style="list-style-type: none"> Views more webpages Watches recorded webinar Signs NDA Sales Call #2 	<ul style="list-style-type: none"> Calls to confirm partnership (Sales Call #3) Signs partnership agreement

"Everything I was going to ask you've already answered online!"

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What's in it for Sales?



- A shorter sales cycle
- Produces warmer leads
- Arms you with intelligence on potential opportunity
- Establishes trust and thought leadership
- Creates stickier relationships
- We will all achieve our company goals!



What's in it for Marketing?

- Better understanding of the customer
- Easier to create valuable content
- Efficiency /effectiveness of content
- Ability to measure and show ROI
- We will all achieve our company goals!



Getting Started

- Set shared goals
- Spell out roles, processes and definitions
- Communicate more!
- Create content jointly
- Craft an initial SLA
- Revisit quarterly
- Achieve company goals!


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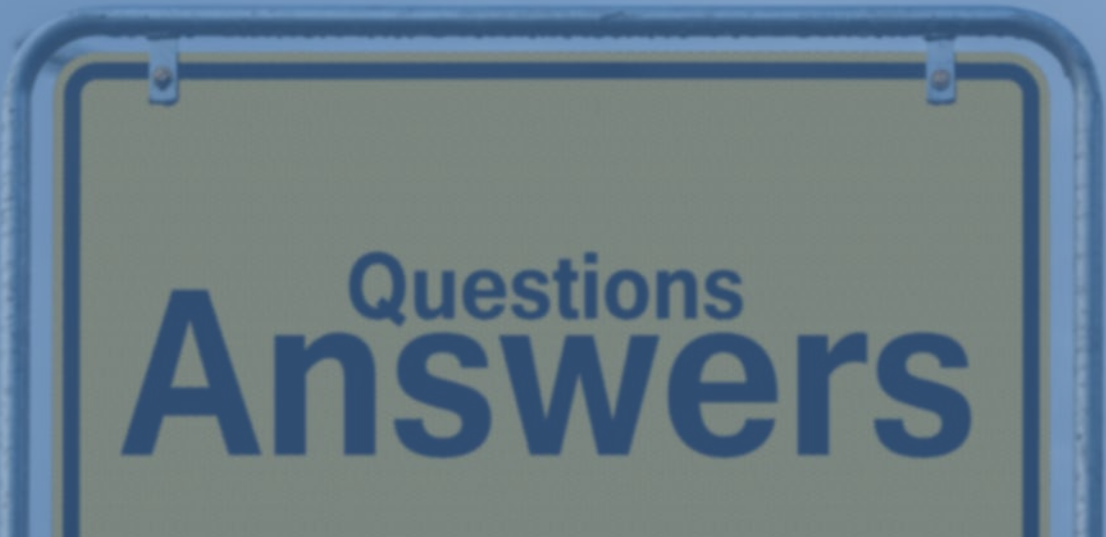
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Questions
Answers