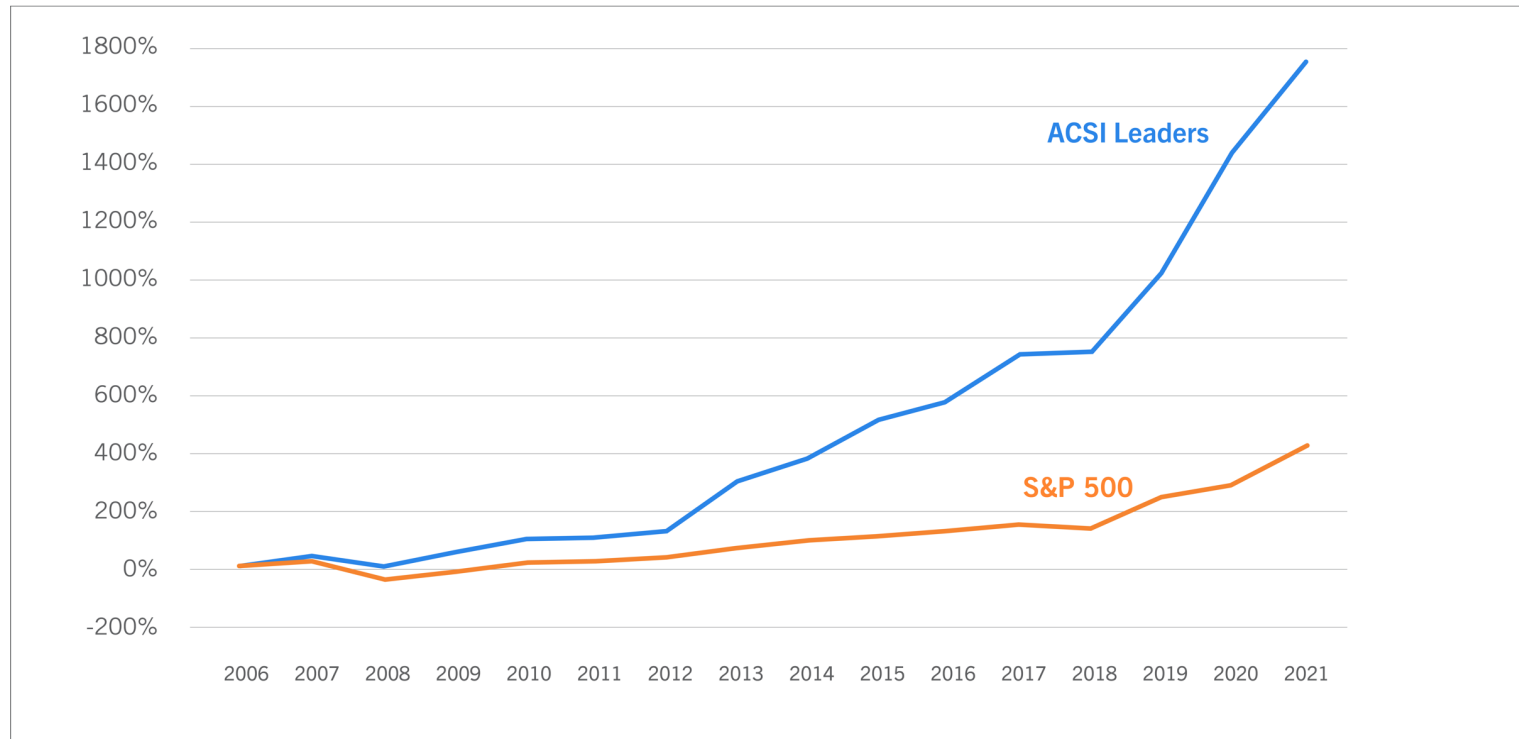


Sales & Marketing Collaboration Step 2: Build Consistency with Data

TMSA Webinar
February 23, 2023

Customer Experience – Your biggest lever for growth

Cumulative Stock Returns: The American Customer Satisfaction Index (ACSI) Leaders vs. the S&P 500



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Sales & Marketing teams across the country agree – this is important!

82% of all respondents*
in our national study of
Sales & Marketing
leaders agree
collaboration is **“Very
Important”**

*178 Total Study Participants

Why is Sales & Marketing Collaboration Important?	%
Improving the relationship to drive outcomes	24%
Developing shared goals	24%
Generating revenue	16%
Identifying product/market opportunities	16%
Combining skills sets	10%
Learning from each other	10%

“Collaboration is the engine for any organization to generate revenue. Without it, they don’t have a business.”

- Sales Leader Respondent



“Customers don’t care where marketing and sales begin and end, they want one seamless experience.”

—Study Participant

So, why is this
so hard?

We got here honestly

The growing fear of power shifts leads to even more internal tension between departments.

Sales often believes that marketing's role is to make things pretty, not to be at the table making strategic decisions about customers.

Marketing believes that sales rarely executes on its carefully laid plans and is too hyperfocused on individual prospects to have awareness of the greater market.



“Sales & Marketing Collaboration is the process of changing the organization to have what people will buy.”

Roger Blackwell, Ph.D.

Compete On Experience



The ROI of Experience

PATH has worked across many industries for the past 37 years. Based upon our experience, we have identified four loyalty behaviors that grow the business:

BEHAVIOR

OUTCOME

Retention

Customers return

Extension

Customers buy more of the same and different products

Referrals

Customers tell others

Feedback

Customers help improve your business




PATH's Sales & Marketing Collaboration Model

		1: Department Support	2: Aligned & Focused Partners	3: Integrated for Competitive Advantage
Key to Driving Collaboration	0. Limited Interaction	<ul style="list-style-type: none"> • Build Trust – prove value in every interaction 	<ul style="list-style-type: none"> • Drive Consistency – use systems to align on best customers and markets 	<ul style="list-style-type: none"> • Focus on the Customer – seamlessly integrate to outperform the market
Marketing & Sales Relationship		<ul style="list-style-type: none"> • Marketing – Focused on Sales Support • Sales – Marketing's internal customer 	<p>Use a technology system (CRM) to empower teams:</p> <ul style="list-style-type: none"> • Marketing - Takes ownership of customer's voice/market insights • Sales – Uses data to supercharge sales team focus and impact 	<ul style="list-style-type: none"> • Learn & Turn – teams are integrated and have the tools needed to learn more about customers and turn it into action faster than the competition
Goal Alignment		<ul style="list-style-type: none"> • A focus on education: <ul style="list-style-type: none"> • Marketing – Provides education about culture and function • Sales – Provides education about sales cycle and customer priorities 	<ul style="list-style-type: none"> • Alignment, clarity and focus around which are the <i>right</i> segments/markets 	<ul style="list-style-type: none"> • At a leadership level – One leader or two integrated leaders driving and prioritizing impact both departments
Data, Analytics & Insights		<ul style="list-style-type: none"> • Attribution Reporting - leads generated by marketing and closed by sales 	<ul style="list-style-type: none"> • Highly Customized – Table stakes are revenue and customer satisfaction by segments 	<ul style="list-style-type: none"> • Balanced scorecard focused on revenue, total brand value, new market/product opportunity and customer satisfaction/retention

Driving Sales & Marketing Collaboration

Our national study was clear – building Sales & Marketing collaboration is a 3-step process:

1. First, build trust by proving value in every interaction
2. Second, drive **consistency** with systems and insights that **align** on the best customers and markets  **Our focus today**
3. Finally, focus on the customer to seamlessly integrate and outperform the market

Today's Outcome

AN ALIGNMENT PROCESS:

4 Key Questions you can answer to better define who your customers *should* be in order to align Sales & Marketing and grow your business profitably

Choosing the Best Customer

**Our strategic choice of primary customer
defines our business...**

Do you recognize this question:

“I know who my customers are and who they could be, but
who should my customers be?”

Choosing the Best Customer

The most important customers are not just the ones that bring in the most revenue –

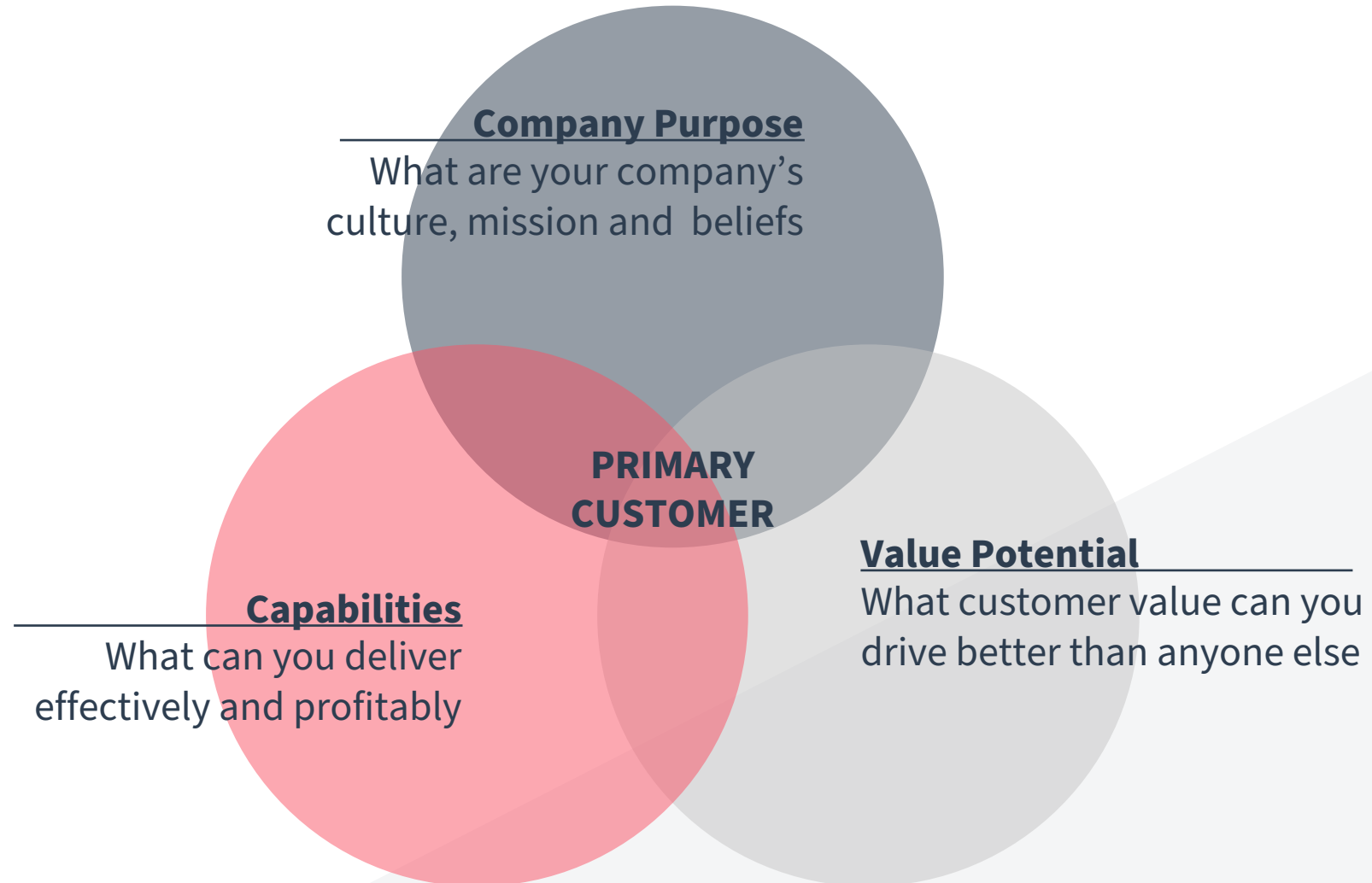
They're the customers that can **unlock the most value in your business**

The Amazon logo, featuring the word "amazon" in a bold, black, lowercase sans-serif font. Below the text is a curved orange arrow that starts under the letter 'a' and ends under the letter 'n', pointing to the right.The Yahoo! logo, consisting of the word "yahoo!" in a bold, purple, lowercase sans-serif font.

VS.



Who Is Your Primary Customer?



Aligning Value Potential for Your Primary Customer

Our (fair) assumption as growing businesses: We have a good working understanding of our main customer and what they want.

We can do more **TOGETHER** as sales and marketing to understand...

- Am I meeting all my customers needs or are there untapped opportunities? (Demand)
- How am I positioned in comparison to my competition? (Supply)
- Will my customer continue to buy or might something stop them? (Market Opportunity)
- What job are they trying to do and what makes it challenging? (Innovation)

Building Consistent Conversations

How do we get our answers to align and build consistency? Sales & Marketing have to do it together.

The best first step is to go straight to our customers and ask:

1. **Demand** – What value do we provide to your business (or your life)? Why did you decide to work with us? How do we help you solve your problems?
2. **Supply** – When you don't work with our company (or buy our products) who do you use (or buy)? Why did you choose us over the competition?
3. **Market Opportunity** - When you survey the landscape of your business, what is your highest priority opportunity? What are you most excited about? What are you most concerned about?
4. **Innovation** – Tell me a little bit about the work you do in your job. What type of company are you trying to be (or build)? What makes your job difficult?

“As good as your business model may be today, it cannot and will not survive forever.”

- Harvard Business Review

Thank you!

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