

A graphic featuring a central white circle with the text 'VS' in blue. Two white banners extend horizontally from the circle. The left banner, set against a blue background, contains the word 'Marketing' in blue. The right banner, set against a green background, contains the word 'Sales' in green. Two white lightning bolts strike the central circle from the top and bottom.

Marketing

VS

Sales

Showdown at the MQL Corral

> **How to move from blame-gaming to game-changing.**

The Hatfields vs. the McCoys. Aliens vs Predators. Marketing vs. Sales.

Some feuds run deep. Of the many nits between Sales and Marketing, the majority sprout in the gap between Marketing's responsibility to generate qualified leads, and Sales' duty to convert them into customers.



This dysfunctional relationship is undoubtedly costing your business lost time, lost opportunities and lost revenue. B2B companies whose Sales and Marketing teams work well together find markedly better results:

- **19%** faster growth¹
- **15%** more profitability¹
- **208%** higher marketing revenue²
- **36%** higher customer retention rates²

So, what's the cure?

An English post-punk rock group. And, also, these practical solutions to the most common Sales vs Marketing challenges.

23.1%

of sales professionals say their Sales and Marketing teams are strongly aligned.³

Challenge 1: Different objectives

Sales and Marketing teams are tasked with – and compensated for – very different things. Marketing teams evaluate success based on things like the number of email click-throughs, content downloads, website traffic and leads captured. In other words, creating and capturing MQLs.

Sales teams on the other hand are focused on metrics such as the number of appointments booked, prospects converted and deals closed. This makes sense considering their jobs depend on hitting these numbers.

The friction arises when Marketing delivers to Sales what they believe to be hard-earned, highly valuable MQLs, and these leads either prove to be something other than qualified or Sales doesn't act on them for any number of reasons.

Solution: Unify goals, definitions and expectations

Get everyone (including management) on the same page regarding how exactly your business defines MQLs. This will allow Marketing to fine tune its demand generation strategy to ensure that Sales is presented with prospects who are actually ready to purchase. And make sure there are no potholes in your process. Communications and procedures must be iron clad so not a single MQL falls through the cracks. Follow each opportunity as if it's your only opportunity. Track when each lead closes or, if the sale falls through, document the reasons why. Continuously measure and improve.

Follow each opportunity as if it's
your only opportunity.

79%

of marketing leads
never convert into
sales.²

Challenge 2: Communication breakdowns

Sales and Marketing teams often work independently of each other. Both are busy and focused on their objectives. No wonder each team has no clue what the other is doing.

Let's say Product Development creates this amazing product. They brief Marketing who fires up the machine – branding, content, media plans, webinars – the whole shebang. But if Sales isn't looped in early, asked for input as to how to position the product, and/or informed as to where it fits in importance compared to other products, the whole thing falls apart. And the accusations start flying.

Solution: Reform your norm

Take a time out. Have that difficult conversation. Fix what's broken. Expectations without communication breed consternation.

Leads are far too valuable to be lost because your house is in disarray. Brief Sales and Marketing at the same time and clearly establish expectations from everyone from the start. Who will deliver what and when? Is this a top priority? What metrics will you use to define success?

Stop working linearly with Product Development at the front and Sales at the back. Collaborate from the get-go. No one is closer to customers than Sales, which makes them invaluable in defining positioning. And Marketing is very skilled at creating engaging pieces throughout the buyer's journey, making them important all the way to purchase.

Stop working linearly with Product Development at the front and Sales at the back.

50%

of Sales time is
wasted on
unproductive
prospecting.⁴

Challenge 3: Content issues

We are smackdab in the middle of content craziness. Marketers can't produce enough of it regardless of whether or not anyone's consuming it. For every piece that advances marketing and sales efforts, innumerable others clutter and clog it.

When Sales and Marketing aren't on the same page – or producing gobs of their own pages – prospects are caught in the maelstrom. Different positioning, offers, touchpoints, CTAs. Oy vey!

Make sure your Sales and Marketing teams are unified around a consistent message and value proposition — at every point in the buyer journey. Whether they're interacting with a sales rep or a social media post, your prospect should enjoy a cohesive experience.

More content isn't the answer. Better and smarter content is.

65%

of sales reps say they can't find content to send to prospects.⁵

Solution: Quality over quantity

Raise your hands and slowly back away from ChatGPT. There is absolutely no need for that fifth solution brief you just created targeting the 15th buyer persona that AI spit out.

Create fewer, more valuable pieces. Use your budget wisely. Integrate Product Marketing, Marketing and Sales to clearly identify your messaging and differentiators. Then clearly state them in very targeted pieces. Stop measuring your success by volume. If no one is consuming your messaging, you're wasting time, money and opportunities.

LET'S WORK AS ONE

At Chrysalis we understand how to create strategies and content that unify Sales and Marketing efforts. Contact us for an intervention today – before even one more of your MQLs goes MIA.

Schedule a quick meeting



Sources

¹ "A sales executive's perspective on alignment: outdated stereotypes, pipeline and revenue goals for marketing." Harrell, Phil. Forrester. March 4, 2020.

² "Sales-marketing alignment increases revenue y 208%." Ye, Leslie. HubSpot. July 18, 2017.

³ "HubSpot's 2024 State of Sales Report." Iskiev, Maxwell. HubSpot. November 11, 2023.

⁴ "The 3-Step, 5-Minute Guide to Rapidly Researching Sales Prospects." Austin, Steven. Marketing Scoop. May 13, 2024.

⁵ "A Marketer's Guide to Sales Enablement." Upland Software.